



# Department of Defense DIRECTIVE

**AD-A272 048**

December 7, 1987  
NUMBER 5040.2



ASD(PA)

SUBJECT: Visual Information (VI)

- References:
- (a) DoD Directive 5040.2, "Visual Information Activities," October 11, 1985 (hereby canceled)
  - (b) DoD 5040.2-R, "Management and Operation of DoD Audiovisual Activities," November 1979 (hereby canceled), authorized by DoD Directive 5040.2, October 11, 1985
  - (c) Office of Management and Budget (OMB) Circular A-114, "Management of Federal Audiovisual Activities," March 20, 1985
  - (d) DoD Directive 5040.3, "DoD Joint Visual Information Services," December 5, 1985
  - (e) through (jj), see enclosure 1

## A. REISSUANCE AND PURPOSE

This Directive:

1. Reissues reference (a) after consolidation with reference (b) to update DoD visual information policy.
2. Implements reference (c).
3. Assigns responsibilities for the management of DoD VI resources in conjunction with reference (d).
4. Establishes the DoD Visual Information Standards Panel (DVISP), and the DoD Visual Information Steering Committee (DVISC), as set forth in enclosure 2.
5. Authorizes the development and publication of DoD 5040.2-C, "Department of Defense Catalog of Visual Information Productions;" DoD 5040.2-G, "Defense Automated Visual Information System (DAVIS) User Guide;" and DoD 5040.2-L, "Defense Automated Visual Information System (DAVIS) Thesaurus; consistent with the FAR (reference (e)).

## B. APPLICABILITY AND SCOPE

1. This Directive applies to the Office of the Secretary of Defense (OSD), the Military Departments (MILDEPs) (including their National Guard and Reserve components), the Organization of the Joint Chiefs of Staff (OJCS), the Unified and Specified Commands, the Inspector General of the Department of Defense (IG, DoD), the Defense Agencies, and the DoD Field Activities.

2. This Directive does not apply as listed in enclosure 3.

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### C. DEFINITIONS

Terms used in this Directive are defined in enclosure 4.

### D. POLICY

It is DoD policy that:

1. A central VI management office shall be maintained by each DoD organization at the headquarters level.

2. VI activities shall:

a. Be authorized and managed under this Directive (see enclosure 5). They may be authorized for dedicated support to a particular activity or organization only if it is established clearly that an existing Visual Information Support Center (VISC) is not able to provide the needed support. When authorized, the dedicated VI activity need not be collocated with the VISC.

b. Be consolidated into as few activities as possible. As a general rule, each DoD organization shall attempt to consolidate its VI activities into a single VISC within each installation or metropolitan area. Where physical consolidation is not feasible or economical, these activities shall be managed centrally. Joint Visual Information Services (JVISs) may be managed separately.

c. Be operated in the most cost-effective manner, and support all DoD organizations and major commands within a geographic area. Interservice, interdepartmental, interagency support shall be in accordance with DoD Directive 4000.19 and DoD 4000.19-R (references (f) and (g)). Such support may include VI documentation (VIDOC), production, product procurement, reproduction, records centers operations, and services when the end result increases overall effectiveness or economy. Identifiable net additional costs for VI interservice, interdepartmental, and interagency services shall be accomplished on a reimbursable basis except for booking, distribution, and records center research.

d. Recover the full cost of such support under DoD Directive 7410.4 (reference (h)), if funded industrially.

e. Support non-U.S. Government requests, where possible. Reimbursement shall be as described in DoD Instruction 7230.7 (reference (i)), DoD 7290.3-M (reference (j)), and DoD Instruction 7730.53 (reference (k)).

f. Be defined as commercial activities, except for combat and combat support elements, as provided for in DoD Directive 4100.15 (reference (l)) and DoD Instruction 4100.33 (reference (m)). Curtailment of commercial activities is proper to reestablish combat and combat support elements or rotational positions for support of OJCS war plans.

3. Combat Camera records of DoD activities are an important and often the only source of operational and technical information for decision-making at all levels, historical documentation, public affairs, and other purposes in the DoD mission.

4. VI resources shall be maintained by DoD Agencies and the Military Services to provide the following:

a. Rapid deployment Combat Camera teams to support military operations and emergencies, including documentation of force deployments and activities before, during, and after military engagements.

b. General purpose VI support that meets DoD requirements for VI documentation, production, distribution, records centers, and installation-level support.

c. Dedicated VI support of such activities as medical; intelligence; and research, development, test, and evaluation (RDT&E).

d. A training capability and career progression for DoD VI personnel.

e. The military personnel required to support afloat and overseas commitments on a rotational basis.

5. VI requirements common to the DoD organizations shall be coordinated among them for optimum use of resources.

6. VI productions shall be:

a. Used, when cost-effective and applicable, to support mission requirements (see enclosure 6).

b. Identified as requirements by each DoD organization in an Annual VI Production Program that is aligned with the Five-Year Defense Program (FYDP).

c. Evaluated to determine their effectiveness. Complexity and cost of evaluating them should be in proportion to the cost and program impact of the production being evaluated.

d. Managed throughout their existence and distributed to ensure legal, efficient, and cost-effective use of VI productions.

7. Original VI productions, products, and associated administrative records shall be controlled throughout their life cycles (see enclosure 7) and disposed of in accordance with General Records Schedule 21 under the FPMR (reference (n)).

8. Operational test and evaluation of commercial "off-the-shelf" VI equipment shall be coordinated to eliminate unnecessary duplication (see enclosure 2).

9. A centralized automated management information system shall be maintained to provide management of VI products, productions, and activities.

10. Centralized DoD still and motion media records centers shall be maintained.

11. Centralized DoD VI product distribution facilities shall be maintained.

## E. RESPONSIBILITIES

1. The Assistant Secretary of Defense (Public Affairs) (ASD(PA)), consistent with DoD Directive 5122.5 (reference (o)) shall:

- a. Provide overall VI policy and objectives.
- b. Assign JVIS responsibilities to the Military Departments
- c. Monitor the implementation and effectiveness of policies for VI activities.
- d. Coordinate VI matters on functions, activities, and finances with applicable OSD offices and DoD organizations.
- e. Maintain the DVISC as an ASD(PA) advisory committee for VI policy, planning, management, and standards (see enclosure 2).
- f. Program, fund, and maintain a DAVIS, in accordance with DoD Directive 7750.5 (reference (p)), DoD 7750.5-M (reference (q)), DoD Directive 7920.1 (reference (r)), and DoD Directive 5000.11 (reference (s)). Issue users guide, as required.
- g. Represent OSD in VI-related transactions with the Federal Audiovisual Committee (FAC), the Interagency Audiovisual Review Board (IARB), the National Audiovisual Center (NAC), and the American National Standards Institute (ANSI).
- h. Monitor the procurement of audiovisual production in accordance with OMB Circular A-114 (reference (c)).
- i. Coordinate participation by DoD organizations in VI-related events outside of the Continental United States (CONUS).

2. The Organization of the Joint Chiefs of Staff (OJCS) and the Unified and Specified Commands shall establish requirements for Combat Camera support as outlined in the JOPS, volumes I and IV (reference (t)) and in operational plans and implemented orders.

3. The Office of Secretary of Defense, the Military Departments, the Organization of the Joint Chiefs of Staff, the Unified and Specified Commands, the DoD Agencies, and the DoD Field Activities shall each:

- a. Manage VI in accordance with this Directive and ensure that VI management controls operate in accordance with DoD Directive 5010.38 (reference (u)).
- b. Provide policy, plans, and programs for VI.
- c. Provide information to the ASD(PA), as required.

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d. Approve the establishment of VI activities; assign a permanent Defense Visual Information Activity Number (DVIAN); maintain permanent documentation that supports the establishment, continuance, or closure of those activities; and conduct periodic reviews to ensure cost-effective and efficient operation.

e. Monitor and coordinate manpower and personnel requirements, plans, actions, and training to ensure effective management of VI career fields.

f. Monitor and coordinate VI equipment allowances and authorizations.

g. Manage VI programs and budgets funded under established VI program element(s).

h. Establish and maintain an Annual VI Production Program.

i. Support and encourage the joint use of VI products and ensure that subordinate organizations are made aware of available JVIS support.

j. Ensure adequate DAVIS-compatible automated data processing (ADP) equipment at proper levels.

k. Ensure that data entered into DAVIS is complete, current, and accurate.

l. Provide VI materials to the NAC in accordance with OMB Circular A-114 (reference (c)).

4. The Office of the Secretary of Defense (OSD), the Organization of the Joint Chiefs of Staff (OJCS), the Unified and Specified Commands, the DoD Agencies, and the DoD Field Activities shall each:

a. Establish a single office for VI management.

b. Provide qualified representation to committees, working groups, and special panels at the request of the ASD(PA) or designated representative.

5. The Secretaries of the Military Departments shall:

a. Designate a general or flag officer (or comparable civilian official) as their senior representative for VI matters, and maintain a single VI management office at the headquarters level.

b. Provide qualified representation to the DVISP and DVISC and subordinate panels and working groups.

c. Identify VIDOC requirements and maintain the resources to obtain that documentation. It is each DoD organization's responsibility to document its own activities. Interdepartment VIDOC requirements should be coordinated through the Military Department VI manager. Requirements for VIDOC support (e.g. Combat Camera) shall be included in implementing operational plans for military operations, emergencies, force deployments, and activities before, during, and after military engagements.

- d. Maintain mobilization plans for VI personnel and resources.
- e. Coordinate any change in the support level being provided by a joint use VI activity with the ASD(PA).
- f. Provide a capability to rent, produce, lease, and procure VI products and productions in support of DoD requirements.
- g. Provide VI services in support of OSD, OJCS, and other DoD and Federal Agencies in the National Capital Region.

6. The Secretary of the Army shall:

- a. Operate and maintain a DoD Central Still and Motion Media Records Center for medical pathology materials to support DoD organizations and Veterans Administration hospitals in accordance with DoD Directive 5154.24 (reference (v)).
- b. Operate and maintain a DoD central VI product distribution activity for support of all DoD organizations requiring its services.
- c. Provide a capability to design, engineer, and procure VI equipment and systems in support of DoD organizations requesting its services.

7. The Secretary of the Navy shall:

- a. Operate and maintain the DoD Central Still Media Records Center for support of the DoD organizations, the Federal Government, and public requirements.
- b. Provide VIDOC and services in support of the Executive Office of the President of the United States.

8. The Secretary of the Air Force shall:

- a. Operate and maintain the DoD Central Motion Media Records Center for support of the DoD organizations, the Federal Government, and public requirements.
- b. Operate and maintain a DoD central VI product distribution center for support of all DoD organizations requiring its services.

9. The Director, Defense Intelligence Agency (DIA), shall operate and maintain a DoD Still and Motion Media Records Center for intelligence imagery to support DoD organizations (DoD Directive 5105.21, reference (w)).

10. The Director, National Security Agency (NSA), shall operate and maintain a DoD Still and Motion Media Records Center for cryptologic and cryptologic-related materials to support DoD organizations (P.L. 86-36, reference (x)).

11. The Director, Defense Nuclear Agency (DNA), shall operate and maintain a DoD Still and Motion Media Records Center for nuclear test materials to support DoD organizations (DoD Directive 5105.31, reference (y)).

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F. REPORT REQUIREMENTS

Reporting requirements are provided in enclosure 8.

G. EFFECTIVE DATE AND IMPLEMENTATION

This Directive is effective immediately. Forward two copies of implementing documents to the Assistant Secretary of Defense (Public Affairs) within 120 days.

William H. Taft, IV  
Deputy Secretary of Defense

Enclosures - 8

1. References
2. Committees, Working Groups, and Panels
3. Exclusions
4. Definitions
5. VI Activities
6. VI Production
7. VI Product Identification
8. Report Requirements

REFERENCES, continued

- (e) Federal Acquisition Regulation (FAR), April 1, 1984
- (f) DoD Directive 4000.19, "Interservice, Interdepartmental, and Interagency Support," October 14, 1980
- (g) DoD 4000.19-R, "Defense Regional Interservice Support (DRIS) Regulation," March 1984, authorized by DoD Directive 4000.19, October 14, 1980
- (h) DoD Directive 7410.4, "Industrial Fund Operations," April 16, 1982
- (i) DoD Instruction 7230.7, "User Charges," January 29, 1985
- (j) DoD 7290.3-M, "Foreign Military Sales Financial Management Manual," September 1986, authorized by DoD Instruction 7290.3, June 29, 1981
- (k) DoD Instruction 7730.53, "Specialized or Technical Services Provided to State and Local Government," December 23, 1982
- (l) DoD Directive 4100.15, "Commercial Activities Program," August 12, 1985
- (m) DoD Instruction 4100.33, "Commercial Activities Program Procedures," September 9, 1985
- (n) Federal Property Management Regulations (FPMR), 41 CFR 101.11.13 and 101.11.411.4
- (o) DoD Directive 5122.5, "Assistant Secretary of Defense (Public Affairs)," June 15, 1982
- (p) DoD Directive 7750.5, "Management and Control of Information Requirements," August 7, 1986
- (q) DoD 7750.5-M, "DoD Procedures for Management of Information Requirements," November 1986, authorized by DoD Directive 7750.5, August 7, 1986
- (r) DoD Directive 7920.1, "Life Cycle Management of Automated Information Systems (AIS)," October 17, 1978
- (s) DoD Directive 5000.11, "Data Elements and Data Codes Standardization Program," December 7, 1964
- (t) The Joint Operations Planning System (JOPS), Volumes I and IV, Organization of the Joint Chiefs of Staff (OJCS), June 28, 1984 and August 12, 1985
- (u) DoD Directive 5010.38, "Internal Management Control Program," April 14, 1987
- (v) DoD Directive 5154.24, "Armed Forces Institute of Pathology," January 14, 1977
- (w) DoD Directive 5105.21, "Defense Intelligence Agency," May 19, 1977
- (x) Public Law 86-36, "To Provide Certain Administrative Authorities for the National Security Agency and for Other Purposes," May 29, 1959
- (y) DoD Directive 5105.31, "Defense Nuclear Agency (DNA)," March 18, 1987
- (z) DoD Directive 4120.3, "Defense Standardization and Specification Program," February 10, 1979
- (aa) DoD Directive 4120.20, "Development and Use of Non-Government Specifications and Standards," December 28, 1976
- (bb) DoD Directive 5000.37, "Acquisition and Distribution of Commercial Products (ADCOP)," September 29, 1978
- (cc) DoD Directive 5122.10, "American Forces Information Service," July 23, 1987
- (dd) DoD Directive 5120.20, "Armed Forces Radio and Television Service," December 23, 1980
- (ee) Public Law 98-549, "Cable Communications Policy Act of 1984," October 30, 1984
- (ff) DoD Directive 1015.1, "Establishment, Management, and Control of Non-appropriated Fund Instrumentalities," August 19, 1981
- (gg) DoD Instruction 5410.15, "Delineation of DoD Audio-Visual Public Affairs Responsibilities and Policies," November 3, 1966
- (hh) DoD Directive 5230.9, "Clearance of DoD Information for Public Release," April 2, 1982



- (ii) DoD Directive 5230.25, "Withholding of Unclassified Technical Data from Public Disclosure," November 6, 1984
- (jj) DoD Directive 5400.7, "DoD Freedom of Information Act Program," March 24, 1980

COMMITTEES, WORKING GROUPS, AND PANELS

A. Defense Visual Information Steering Committee (DVISC)

1. The purpose of the DVISC is to advise and assist the ASD(PA) on VI policy, planning, management, and standards.
2. The DVISC is a permanent body consisting of a representative from the Office of the Assistant Secretary of Defense (Public Affairs) (OASD(PA)) and each of the Military Departments. The Chair shall be appointed by the ASD(PA) or designated representative. The OASD(PA) shall provide an Executive Secretary who shall be a nonvoting member with the responsibilities of recording the minutes and handling assigned administrative duties. Temporary representation may be invited for specific purposes and periods.
3. The DVISC meets quarterly or as requested by a member.
4. Working groups of the DVISC are as follows:
  - a. The Defense Visual Information Production Working Group (DVIPWG) addresses VI production-related items of interest including the review, validation, or coordination of validation of joint-interest VI production requirements and the coordination of the assignment of approved production requirements to the Military Departments for execution.
  - b. The DVISC shall charter such other working groups as may be required to address specific items of interest.

B. Defense Visual Information Standards Panel (DVISP)

1. The purpose of the DVISP is to review and make recommendations on VI standards and policies for the standardization of VI resources and to apply standardization policies established by the Office of Assistant Secretary of Defense (Production and Logistics) (OASD(P&L)) under the Defense Standardization and Specification Program (DSSP), DoD Directive 4120.3 (reference (2)). The DVISP serves as a forum for developing standards and exchanging information on standardization issues, equipment and resource management, and evaluations of commercial technological advances and equipment.
2. The DVISP is chartered under the DSSP. It is a permanent working panel consisting of a representative from the OASD(PA), each of the Military Services, and an advisor from the Defense Product Standards Office (DPSO), OASD(P&L). The ASD(PA), or designated representative, shall appoint a Chairman. Temporary representation may be invited for specific purposes and periods. When required, additional representatives from the Office of the Director of Defense Research and Engineering (ODDR&E) and OASD(P&L) may be designated as observers to provide assistance on VI equipment test and evaluation issues. Working groups of the DVISP may be formed to deal with specific tasks.
3. It is DoD policy (DoD Directives 4120.20 and 5000.37 (references (aa) and (bb))) to participate in the activities of non-Government standard (NGS) bodies, to use NGS to the maximum extent practicable, and to make use of commercial products and non-developmental items in preference to developing

military-unique materiel. To address DoD VI standardization requirements, the DVISP shall review and recommend DoD representatives to serve on the applicable elements of the ANSI and other organizations responsible for developing and revising U.S. and international standards.

4. The DVISP meets semiannually or as requested by a member.

EXCLUSIONS

A. THE FOLLOWING ACTIVITIES ARE EXCLUDED FROM ALL PROVISIONS OF THIS DIRECTIVE:

1. Photomechanical reproduction, cartography, x-ray, and microfilm and microfiche production.
2. Command and control information displayed in conjunction with weapon systems.
3. VI collected exclusively for surveillance, reconnaissance, intelligence, or equipment integrated in a reconnaissance-collecting vehicle.
4. VI productions on the technical, procedural, or management aspects of DoD cryptological operations.
5. Facilities, services, and products operated or maintained by the Armed Forces Radio and Television Service (AFRTS) under DoD Directives 5122.10 and 5120.20 (references (cc) and (dd)). Products or productions acquired and distributed by AFRTS for exhibition overseas.
6. VI commercial entertainment productions and equipment acquired and distributed by the Army and Air Force Exchange Service (AAFES) and the Navy Motion Picture Service (NMPS).
7. VI equipment that operates independently and is embedded in training devices or other integrated systems, the primary purpose not being predominantly VI, or VI equipment that does not perform a VI function.
8. Equipment of a VI nature acquired with nonappropriated funds.
9. Individual VI activities and their equipment, products, and services funded by research, development, test and evaluation (RDT&E) and used solely to support programmed research mission activities.

B. EXCEPTION

If VI products excluded in subsections A.1. through A.4., above, are used in producing a subsequent AV or VI production, such production shall be subject to this Directive.

## DEFINITIONS

1. Armament Delivery Recording (ADR). Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. ADR is used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments, and may be used for public affairs purposes.
2. Audio. Relating to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).
3. Audiovisual (AV) Production. An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for conveying information to, or communicating with, an audience. (See Visual Information (VI) Production for the definition of all other forms of production.)
4. Cable Television System (CATV). Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such a service. CATV facilities are commercially owned and operated (see P.L. 98-549, reference (ee)).
5. Closed Circuit Television (CCTV). Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.
6. Combat Camera. VI documentation covering air, sea, and ground actions of Armed Forces in combat and combat support operations, and in related peacetime training activities such as exercises, war games, and operations (see definition 33., below).
7. Commercial VI Production. A completed VI production, purchased off-the-shelf; i.e., from the stocks of a vendor.
8. Computer-Generated Graphics. The production of graphics through an electronic medium based on a computer or computer techniques.
9. Contract VI Production. A VI production produced by a commercial producer under contract to the Department of Defense.
10. Dedicated VI Activity. A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.
11. Defense Automated Visual Information System (DAVIS). A standard DoD-wide ADP system for VI management purposes at DoD Component and major command levels. It includes a production data base covering production, acquisition, inventory, distribution, product status, and archival control of AV productions and VI materials and a VI facilities data base that includes activities, facilities, personnel, and funds.

12. Direct Cost. Any item of cost (or the aggregate thereof) that may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based upon convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.
13. Electronic News Gathering (ENG). A form of electronic journalism. The application of a portable video system to record newsworthy events.
14. Film or Video Clip. A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.
15. Graphic Arts. Relates to the design, creation, and preparation of two- and three-dimensional visual aid products. Includes charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications, displays, presentations, and exhibits prepared manually, by machine, or by computer.
16. Indirect Costs. An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.
17. Joint-Interest Production. A VI production in which each of two or more DoD organizations share some degree of interest, contribute support, and intend to use.
18. Joint Visual Information Services (JVIS). VI services operated and maintained by a DoD Military Department to support more than one DoD organization.
19. Mixed Media. A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.
20. Motion Media. A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.
21. Multimedia. A combination of more than one VI medium used in a single production.
22. Operational Documentation (OPDOC). VI documentation of activities to convey information about people, places, and things. It is general purpose documentation normally done in peacetime. (See definition 33., below.)
23. Optical Instrumentation. Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or each other.
24. Performers. Persons who play dramatic roles, narrate (on or off screen), pose, or otherwise perform in VI productions.

25. Photojournalism (PJ). Conveying a story, through still photography, of a significant DoD event, normally to support the news media or internal DoD publications.
26. Production Files. The textual records pertaining to each VI production.
27. Reproduction. The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.
28. Still Photography. The medium used to record still imagery, including negative and positive images.
29. Technical Documentation (TECDOC). VI Documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test, and evaluation; intelligence; investigations; and armament delivery. (See definition 33., below.)
30. Technical Report. A VI report. An assemblage of TECDOC (still or motion media) to report a single mission or a project-related event.
31. VI Activity. An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:
- a. Expose and process original photography.
  - b. Record, distribute, and broadcast electronically (video and audio).
  - c. Reproduce or acquire VI products.
  - d. Provide VI services.
  - e. Distribute or preserve VI products.
  - f. Prepare graphic artwork.
  - g. Fabricate VI aids, models, and displays.
  - h. Provide presentation services or manage any of these activities.
32. VI Distribution. The cataloging and distribution processes of the central distribution activities and the loan operations of field VI libraries.
33. VI Documentation (VIDOC). Motion media; still photography; and audio; recording of technical and nontechnical events, while occurring, and, usually, not controlled by the recording crew. VIDOC encompasses Combat Camera, OPDOC, and TECDOC.

34. VI Equipment

a. Durable items that are capable of continuing or repetitive use by an individual or organization. These items are used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI.

b. When items that otherwise might be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

35. VI Facility. A building or a space within a building or ship, owned or operated by the Federal Government, which houses an authorized VI activity. Transportable or portable VI equipment (such as video recording van or portable VI equipment used in a temporary housing) also shall be classified as a VI facility.

36. VI Functions. The individual VI processes such as production, documentation, reproduction, distribution, records preservation, presentation services, VI aids, fabrication of models and displays, and related technical services.

37. VI Library. A VI activity that loans and maintains VI media and equipment.

38. VI Management Office. A staff office, established in accordance with subsection D.1. in this Directive at major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

39. VI Materials. A general term that refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate, and master copies, and any other retained recorded imagery.

40. VI Personnel. Personnel possessing professional qualifications recognized by the private sector or the Department of Defense, and performing or supporting VI functions.

41. VI Production. The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as "AV production." Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal Agency.

42. VI Products. VI media elements such as motion picture and still photography (photographs, transparencies, slides and film strips), audio and video recordings (tape or disc), graphic arts (including computer-generated products), models, and exhibits. The "VI production" is a unique form of VI product and usually is addressed separately.

43. VI Records. VI materials, regardless of format, and related administrative records.



44. VI Records Center. A facility, sometimes specially designed and constructed, for the low-cost and efficient storage and referencing of semi-current records pending their ultimate disposition.
45. VI Report. VI documentation assembled to report on a particular subject or event.
46. VI Resources. The personnel, facilities, equipment, products, budgets, and supplies that comprise DoD VI support.
47. VI Services. Those actions that do the following:
- a. Result in obtaining a VI product.
  - b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing graphic arts.
  - c. Support existing VI products such as distribution and records center operation.
  - d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, videoteleconferencing, or other presentation systems.
48. VI Support Center (VISC). The VI activity that provides general support to all installation, base, facility, or site organizations or activities. A VISC may include motion picture, still photography, television, and audio recording for nonproduction documentary purposes, their laboratory support, graphic arts, VI libraries, and presentation services.
49. Video. Electronic recording and playback of imagery.
50. Videoteleconferencing. Two-way electronic voice and video communication between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.
51. Visual Information (VI). Use of one or more of the various visual media with or without sound. VI includes still photography, motion picture photography, video recording with or without sound, graphic arts, visual aids, models, display, visual presentation services, and the support processes.

VI ACTIVITIES

The Following Are the Types of VI Activities Authorized:

<u>TYPE</u>	<u>PRIMARY FUNCTION</u>	<u>DESCRIPTION</u>	<u>LEVEL OF APPROVAL</u>
A	<u>VI Support. Center</u>	Provides VI support services to all organizations on an installation or within a defined geographic area. It may include motion picture, still photography, television, and audio recording for nonproduction documentary purposes, graphic arts, VI library services, presentation services, and VI equipment maintenance. Services also may include purchase, lease, or rental of off-the-shelf commercial VI productions for local use.	MILDEP Defense Agencies
B	<u>VI Production</u>	Includes production, reproduction, and distribution of Category 1 VI productions.	MILDEP Defense Agencies
C	<u>VI Production</u>	Includes all functions of Type "B" activities plus production and reproduction of Categories 1 and 2 VI productions.	MILDEP Defense Agencies
D	<u>VI Production</u>	Includes all functions of Type "C" activities plus production, reproduction, and commercial contracting of Categories 1, 2, and 3 VI productions.	ASD(PA)
E	<u>VI Records Centers</u>	Central control and storage facility for VI products.	ASD(PA)
F	<u>Combat Camera</u>	VIDOC covering air, sea, and ground actions of combat, combat support operations, and related peacetime training activities.	MILDEP Defense Agencies
G	<u>Technical Documentation</u>	VIDOC of actual events for evaluation. Includes medical and intelligence documentation, optical instrumentation, and armament recording.	MILDEP Defense Agencies

H	<u>Broadcasting</u>	Includes cable, community antenna, closed-circuit, and other radio and television broadcast services.	MILDEP Defense Agencies
I	<u>Video-teleconferencing</u>	Use of electronic media for audio and visual interaction between two or more locations.	MILDEP Defense Agencies
J	<u>Media Distribution</u>	Central VI product distribution.	ASD(PA)
K	<u>VI Training</u>	Formal VI training for DoD personnel; it may engage in Category 1 VI production, reproduction, and distribution to support formal programs of instruction.	ASD(PA)
L	<u>VI Management</u>	Provides VI staff functions and management of VI activities.	OSD MILDEP Defense Agencies

## VI PRODUCTION

### A. EXEMPTIONS

The following are exempted from the DoD VI production reporting requirements (Visual Information Production Request, Evaluation, and Approval and Visual Information Production Report).

1. Graphic arts and still photographic activities, except when their products are used in VI productions.
2. Items that should not benefit the public because the useful life is too short (usually less than 1 year) or the production budget is too small (less than \$5,000). Includes VI reports (technical and intelligence).
3. Television and radio spot announcements, public service announcements, newsclips, and information programs funded by AFRTS.
4. VI products resulting from criminal investigations and other legal evidentiary procedures.
5. Commercial VI productions or programs acquired for DoD dependent schools; morale, welfare, and recreation (MWR) activities; education centers; and non-VI libraries controlled by DoD Directive 1015.1 (reference (ff)).
6. Products such as still photography, graphics, overhead transparencies, motion picture photography, and video and audio recordings that do not make up a complete message.
7. Mixed media packages with a predominance of printed material.
8. Multimedia productions requiring special projection equipment or electronic programmers.
9. Photo-instrumentation, reconnaissance, or documentation footage. Exemption DOES NOT include productions produced from this footage.
10. Information programs funded and reported as an integral part of a recruit advertising contract.

NOTE: Exempted items must be reported in the DoD Visual Information (VI) Annual Activity and Audiovisual (AV) Annual Production and Library Report (see enclosure 8, attachments 5, 6, 7, and 8).

### B. PLANNING AND PROGRAMMING VI PRODUCTIONS

The VI production life cycle begins with the planning and programming of fiscal and other requirements to establish and justify the VI production program. This correlates with the schedule used for the FYDP.

#### 1. AV Production Categories

- a. AV productions shall be identified in one of the following three categories:

(1) Category 1. Includes off-the-shelf purchases, and other productions authorized to support only the needs of major commands and below. Unless specific written approval is obtained from the applicable VI management office, no Category 1 productions shall be obtained or created to support human resources development or professional activities applicable for DoD-wide use.

(2) Category 2. Supports the requirements of a single DoD organization.

(3) Category 3. Supports DoD and joint-interest programs that are the requirements of more than one DoD organization.

2. Annual AV Production Program. Each DoD organization shall maintain an Annual AV Production Program for Category 2. Those requests identified as having joint-interest potential at any level shall be forwarded through channels to the DVIPWG for action (see enclosure 2).

### C. SUBJECT SEARCH

DoD organizations shall ensure that unwarranted duplication of AV production subjects does not occur. Before approving a request for production, procurement, or adoption, DoD organizations shall:

1. Review information obtained from the DAVIS products file and commercially available productions to determine if acceptable productions are in existence, are planned, are in preparation by DoD organizations or Federal Agencies, and whether the Department of Defense has reproduction rights.

2. Identify each DAVIS subject search by a serially assigned search number (SN). The SN consists of the DAVIS user name, followed by four digits representing the sequential number of the search (assigned by fiscal year (FY)); the year, month, and day (YYMMDD) on which the search was conducted; and a single letter (A or B) indicating the result of the search. An "A" indicates that no productions on the subject were found and a "B" indicates that one or more productions were found. Each part of the SN shall be separated by a hyphen, as in the following example:

<u>DAVIS USER NAME</u>		<u>SEQUENTIAL NUMBER</u>		<u>DATE</u>		<u>RESULT</u>
XXXXXX	-	0023	-	810910	-	A

Record the SN on the DD Form 1995. When the subject search reveals that a production exists, but is unacceptable, the DD Form 1995-1, AUG 87, shall contain justification for approval of the production.

3. Subject search exemptions are as follows:

a. Those items having a security classification.

b. Those materials certified as having subject matter and applicability limited to a specific organization or functional area within a DoD organization. Examples might include training for a weapons system unique to an organization, or a commander's message to his or her personnel.

c. Those multi-image products using extensive or specialized project equipment and special electronic programmers.

d. Category 1 productions.

D. VALIDATION OF VI PRODUCTION REQUIREMENTS

1. Validation of the requirement is the responsibility of functional management at all levels.

2. While the following listed functions have the most frequent joint-interest VI requirements, the list is not all inclusive. There are few functional areas in which joint-interest VI requirements shall not occur from time to time.

Drug and Alcohol Abuse	Law Enforcement
American and/or Military Heritage	Judge Advocate (Military Law)
Safety	Labor Relations
Consumer Protection	Voting
DoD missions	Military Benefits
Health Care (Medical and Dental)	Standards of Conduct
Educational Benefits	Chaplain Programs
Energy Conservation	Food Service
Guard and Reserve	National Security
Human Goals (Race Relations and Equal Opportunity)	CHAMPUS

3. Production requirements shall be revalidated when as follows:

a. The production has been dormant in any stage of the production process for 6 months.

b. The production is not completed within 1 year of the script approval date.

c. Direct production costs shall exceed the original production estimate by 20 percent.

#### E. APPROVAL OF VI PRODUCTION REQUIREMENTS

1. Production approval is the process of determining that all steps have been taken to ensure that a requirement is adequately defined, essential, properly validated, and that all other prerequisites have been met before authorizing a production. Regardless of category, all productions made for the Department of Defense require this review at a management level above the using activity before production is authorized.

#### F. PRODUCTION IDENTIFICATION

1. All approved productions shall be identified by either a standard Production Identification Number (PIN) or a Production Approval Number (PAN).

##### 2. PIN

a. A PIN shall be used to identify each Category 2 and 3 production and shall be the life-cycle control number. It shall consist of a controlled six-digit number.

b. PINs shall not be assigned to productions made by the Department of Defense for the other Federal Agencies.

##### 3. PAN

a. A PAN normally shall be used to identify each Category 1 production. It consists of the DVIAN of the production approving activity, the last two digits of the FY in which the production was approved, and a sequential number beginning with 0001 at the start of each FY. Each set of characters shall be separated by a hyphen; e.g., (M4017-86-0053).

b. PAN issuing offices shall be designated by each DoD Component. Each PAN issuing office shall maintain a log of PANs issued and shall monitor their use.

c. A PIN may be used to identify a Category 1 production, if determined necessary by the DoD Component to prevent duplication of existing products within the Department of Defense through DAVIS subject searches. If a requirement is identified outside the producing major command, the production shall be upgraded to Category 2.

#### G. PRODUCTION COSTS

1. Cost Identification. This is necessary as part of the control process for each production. Production costs shall be identified for each production and shall be controlled and maintained on an individual auditable record from production approval through completion. Reproduction and distribution costs shall be maintained separately from production costs. These costs shall be reported, as required, in enclosure 8, attachments 3 and 4.

## 2. Production Cost Limitations

a. Category 1 Productions. The total associated cost or threshold limit shall be determined by the DoD organization VI manager.

b. Category 2 Productions. The total associated cost of a Category 2 production shall not exceed \$50,000 without ASD(PA) review. When a production budget that is approved originally at \$50,000 or less is later increased to more than \$50,000, it requires ASD(PA) approval. Interactive videodisc production is excluded from the initial limit.

## H. PRODUCTION AND PROCUREMENT ACTIVITIES

1. Productions shall be acquired in the most cost-effective manner.

2. DoD organizations shall use the Federal Uniform AV Production Contracting System for competitive procurement of new AV productions, as currently prescribed by OMB Circular A-114 (reference (c)). Exceptions to this procedure are authorized when as follows:

a. In Research and Development (R&D) weapons systems and similar contracts, the production is a provision of the contract for status reporting or new equipment training.

b. In materiel contracts, the production is not the principal purpose of the contract, but related to and acquired as part of the material being purchased.

c. In mixed media contracts, the non-VI material (such as print) shall cost more than 50 percent of the total contract cost.

d. In curriculum development contracts (such as instructional systems development), the requirement shall justify the award of the contract to a qualified curriculum development contractor (rather than a producer) unless the cost of the production exceeds 50 percent of the total contract cost.

e. In recruiting programs, when the productions are integral to an overall advertising agency contract.

f. In purchasing production services to augment in-house production capabilities, when this method is the most cost-effective.

g. Productions are made by an in-house production activity that is a Government-owned and contractor-operated (GOCO) activity.

h. Off-the-shelf proprietary productions are purchased, leased, or rented.

3. Procurement of off-the-shelf proprietary productions from commercial sources usually is conducted as a noncompetitive acquisition. Justification must be submitted to contracting officers in accordance with the FAR (reference (e)) in sufficient detail to support a sole source award.



4. Grants, cooperative agreements, and other legal instruments shall not be used when the product is intended for the direct benefit or use of the Government.

#### I. PRODUCTION CONTENT

1. Productions shall not contain material that does the following:

a. Portrays military and DoD personnel in unfavorable or undignified circumstances, unless it is essential to the message being conveyed.

b. Implies endorsement of commercial products or services by introduction of trademarks, labels, distinctive packaging, or references to trade or brand names in the narration, dialogue, or titles.

c. Promotes an individual, activity, organization, or provides forums for opinions on broad subjects without reference to specific programs.

d. Is inaccurate or incompatible with DoD policies or doctrine.

e. Discriminates, or appears to discriminate, against individuals on the basis of sex, race, creed, nationality, age, religion, or national origin.

2. DoD organizations shall not produce or support productions or other products used to influence pending legislation or to promote the status of various industries.

3. Productions and other products dealing with history and art must educate and inform, not promote a DoD organization's role.

4. Production titles shall describe subject matter.

#### J. USE OF DoD PERSONNEL AS PERFORMERS IN PRODUCTIONS

1. All employees (including active duty military personnel) are prohibited from playing dramatic roles, narrating, or acting in Federal AV and DoD VI productions except:

a. When performing their own job.

b. When a production is to be used only for internal communications or training, and the Government employees are playing roles developed for training purposes in connection with their own jobs.

c. When the skills or knowledge of the Government employees are not supplied readily by professional actors.

2. Subsection J.1., above, may be waived by the DoD organizations when it is determined to be in the best interests of effective and economic production to do so.

3. Government personnel shall not perform roles that subject them to health or safety hazards not encountered in their own jobs.

#### K. REPRODUCTION AND DISTRIBUTION

1. A distribution plan shall be prepared for all productions. It shall include the total number of copies required, the distribution format(s), and the proposed distribution of each copy.
2. Reproduction of Category 2 and 3 products, in whole or in part, is prohibited without prior approval from the applicable DoD organization VI manager.
3. Purchased, leased, rented, or adopted commercial products are authorized for exhibition in the original distribution format(s) only and shall not be reproduced. Federal copyright laws and specific procurement conditions govern each product title. Entertainment products distributed to Armed Forces broadcast outlets by the AFRTS Broadcast Center (AFRTS-BC), by the AAFES, or by the NMPS expressly are prohibited from duplication, in whole or in part.
4. A DoD organization may specify internal distribution restrictions for any of its products when justified. These restrictions may indicate type of activity and specific audience limitations.

#### L. LEGAL RELEASES AND COPYRIGHT CLEARANCES

1. The Department of Defense must avoid liability under laws that protect persons and their property from invasion of privacy, trespass, and violation of rights in property. Activities that produce productions shall obtain signed releases from the persons indicated in paragraphs L.1.a. and L.1.b., below. The requirement applies to all materials used in productions. The releases should be worded to convey to Government the same rights as stated in subparagraphs L.3.b.(1) and L.3.b.(2), below.
  - a. Persons who either appear in, or whose voices are used in, a production.
  - b. Persons whose minor children, real estate, or other private property appears in any production.
2. To determine the need for releases, apply the following guidelines:
  - a. No release is required from active duty military personnel including cadets or midshipmen of the U.S. Military Academies or DoD civilians performing their official duties.
  - b. Under most circumstances, an individual's expectation of privacy changes with the situation. Releases should be obtained from persons depicted in commonplace, secluded, or in unspectacular situations. Newsworthy or public events provide little, if any, expectation of privacy and do not require releases.
  - c. If an individual is part of a crowd, no release is required. When an individual is a central figure in a scene, a release is required regardless of the brevity of the scene.

3. Separate clearances are always required for use of copyrighted material:

a. Generally, both music and programs recorded off the air are copyrighted. Possession of the source recording or score does not confer any right to reproduce, transfer, or otherwise use or perform the recorded or scored material, either as a whole or in part. A specific license for each use or application must be obtained from the copyright owner.

b. Licenses to use or perform music or other copyrighted material in connection with DoD productions shall:

(1) Convey to the Government the perpetual right to duplicate, distribute, publish, exhibit, use, or transmit all or any parts of the music or other copyrighted material concerned as incorporated in the production for which the license was acquired or in any future use incorporating a part or the whole of the production.

(2) State that the conveyed license rights shall benefit the U.S. Government and its officers, agents, servants, and employees, when acting in their official capacities and any other persons lawfully reproducing, distributing, exhibiting, or otherwise using the production or any portion thereof for which the license was acquired.

4. All productions produced for the Department of Defense and intended for public release and sale shall undergo a legal review to establish legal clearances, restrictions, or conditions. This review shall be conducted by a judge advocate or other legal counsel in coordination with the production activity. The record of legal review shall become a permanent part of the official production folder.

5. The use or loan of DoD VI equipment to record, reproduce, exhibit, or broadcast copyrighted materials in any form, from any source, without prior license or agreement is expressly prohibited.

M. PUBLIC EXHIBITION AND SALE CLEARANCE

1. Public clearance includes the authority for public exhibition. It does not mean clearance for sale, rental, or lease to foreign countries. This requires separate clearances by the DoD organization headquarters.

2. Before commitment of production funds, DoD organizations shall submit scripts or plans for all proposed productions intended primarily for public release to the OASD(PA) for approval, in accordance with DoD Instruction 5410.15 (reference (gg)).

3. All completed productions, or productions that are determined at any stage of production or internal use to be of value to DoD public information programs, shall be submitted for approval with the following data:

a. Completed DD Forms 1995-1, AUG 87, and 1995-2, AUG 87, (after production completion).

b. Copy of legal review (after completion).

c. Recommendation for public clearance (during production or after completion).

d. Copy of approved script (during production).

4. Approval for public exhibition of completed unclassified DoD productions is a two-step process:

a. Legal Clearance. The production is reviewed to determine if it is permissible legally to exhibit it publicly or to sell it, or if legal restrictions or conditions imposed at the time of production or purchase prevent legal clearance for public exhibition and sale.

b. Content Review. The production is reviewed to determine if its content is accurate and applicable for public exhibition. The content review is the responsibility of the DoD organization and, in turn, the OASD(PA). The review is conducted in accordance with DoD Instruction 5410.15 (reference (gg)), DoD Directive 5230.9 (reference (hh)), and DoD Directive 5230.25 (reference (ii)).

5. Public clearance designators for productions are as follows:

a. Cleared. Those granted public clearance by OASD(PA) in accordance with reference (hh) and DoD Directive 5400.7 (reference (jj)). These productions also are available for sale or rental to the public through the NAC. They also may be loaned or exhibited to the public without restriction. These designated productions have no legal or security restriction, and are unconditionally releasable to the public for exhibition purposes.

b. Not Cleared. DoD productions that have not been processed for public exhibition and clearance shall be designated "not cleared." Also designated "not cleared" are all those productions whose performance, display, exhibition, use, reproduction, distribution, public sales, or disclosure are limited by the following:

- (1) Classification.
- (2) Rights retained by copyright owners or talent.
- (3) Statutory grants.
- (4) Agreements.
- (5) Privacy rights.

6. Requests for productions under the Freedom of Information Act require separate clearance in accordance with reference (jj).

#### N. REVIEW FOR OBSOLESCENCE

1. VI products shall be reviewed for obsolescence within 36 months after initial distribution, and annually, thereafter.

2. A VI product shall be declared obsolete and of no historical value when it reflects any of the following:

a. Outdated DoD and Federal Government policy statements and program objectives.

b. Procedures, tactics, and techniques that no longer are current or meet VI product objectives.

3. Copies of obsolete productions shall be removed from the distribution system.

4. A VI product shall be declared historical if it no longer reflects current policies or procedures, but accurately reflects past DoD events that are considered to be significant historically. Before each exhibition or use of such VI products, audiences shall be informed that the product does not reflect current DoD doctrine, policy, or procedures by the addition of a disclaimer.

VI PRODUCT IDENTIFICATION

A. Original and original mastering materials of VI products shall not be sold or loaned.

B. Sale of copies of VI products and record materials through the responsible records center is authorized when there are no legal or other restrictions.

C. DoD organizations shall assign a Visual Information Record Identification Number (VIRIN) to all non-production media and maintain captions and files for these materials. Completed productions are assigned and accessioned to the records centers using PINs or PANs in accordance with enclosure 6. The VIRIN is created as follows, with a hyphen separating each part:

<u>DVIAN OF ORIGINATING UNIT</u>		<u>TYPE MEDIA</u>		<u>FY ORIGINATED</u>		<u>UNIT SEQUENTIAL NUMBER</u>		<u>SECURITY CLASSIFICATION</u>
F2345	-	IVD	-	87	-	123456	-	XX

DVIAN (Five Positions):

The DVIAN is a five position alpha-numeric number commencing with a letter designator for each DoD Component followed by four numbers assigned by the DoD Component VI management office. The designators for the DoD Components are as follows:

A - Department of the Army	L - Defense Intelligence Agency
B - Defense Mapping Agency	M - United States Marine Corps
D - Office of the Secretary of Defense	N - Department of the Navy
E - Defense Advanced Research Project Agency	R - Defense Contract Audit Agency
F - Department of the Air Force	S - Defense Logistics Agency
G - National Security Agency	T - Defense Security Assistance Agency
H - Defense Nuclear Agency	U - Defense Audit Service
J - Joint Chiefs of Staff	V - Defense Investigative Service
(including the Joint Staff, Unified and Specified Commands)	W - Uniformed Services University of the Health Sciences
K - Defense Communications Agency	Z - Department of Defense Dependents Schools

Type Media (Three Positions):

Indicate the applicable type:

ARD - audio record disc  
ATC - audiotape, cassette  
ATR - audiotape, reel  
BDA - board art  
CDA - compact disc, audio  
CDV - compact disc, video  
IVD - interactive videodisc  
LVD - linear videodisc  
MCN - motion picture negative, color

MCP - motion picture positive, color  
MGM - miscellaneous graphic media  
MPN - motion picture negative, black and white (B&W)  
MPP - motion picture positive, B&W  
MMM - multimedia  
OTT - overhead transparency  
SCN - still photographic negative, color  
SLT - slide and tape  
SPN - still photographic negative, B&W  
SPT - still photographic transparency  
SSS - slide set  
VSP - video still  
VTC - videotape cassette  
VTR - videotape reel

FY Originated (Two Positions):

Still Photography: FY of exposure  
Motion Media: FY of exposure or recording  
Productions: FY of completion

Unit Sequential Number (Six Positions):

Number each unit of media sequentially, beginning with 000001 each FY.

Security Classification (Two Positions):

Indicate the applicable classification:

Leave Blank - Unclassified

CO - Confidential

SE - Secret

TS - Top Secret

D. The VIRIN is the life-cycle number of each unit of media and shall be the number that the records centers shall accession, store, and retrieve media. Each unit or media shall be assigned a number; i.e., each 35mm transparency or negative, each roll of film, each videotape cassette, etc. The VIRIN shall identify all materials forwarded to the respective records centers.

### REPORT REQUIREMENTS

#### A. DoD Visual Information (VI) Production Request, Evaluation, and Approval, and Production Report

This report is assigned Report Control Symbol DD-PA(AR) 1381. The DD Form 1995, AUG 87, shall be used for all requests for VI productions, adoptions, or procurements. Parts of the form are used to identify requirements in the development of the Annual VI Production Program, validate each requirement, approve its production, and provide a source document for VI records management. The DD Forms 1995-1, AUG 87, and 1995-2, AUG 87, and the instructions for preparing these reports are at attachments 1 through 4 of enclosure 8.

#### B. DoD Visual Information (VI) Annual Activity and Audiovisual (AV) Annual Production and Library Report

This report is assigned Report Control Symbol DD-PA(A) 1438. Each DoD organization shall identify subordinate VI activities required to prepare DD Forms 2054/1, JUN 86, and 2054/2, JUN 86, data. Military Departments are required to enter their DD Forms 2054/1, JUN 86, and 2054/2, JUN 86, data directly into the DAVIS. The DD Forms 2054/1, JUN 86, and 2054/2, JUN 86, and the instructions for preparing these reports are at attachments 5 through 8 of enclosure 8.

#### Attachments - 8

1. DD Form 1995-1, AUG 87
2. Instructions for Completion of DD Form 1995-1, AUG 87
3. DD Form 1995-2, AUG 87
4. Instructions for Completion of DD Form 1995-2, AUG 87
5. DD Form 2054/1, JUN 86
6. Instructions for Completion of DD Form 2054/1, JUN 86
7. DD Form 2054/2, JUN 86
8. Instructions for Completion of DD Form 2054/2, JUN 86



<b>VISUAL INFORMATION PRODUCTION REQUEST, EVALUATION AND APPROVAL</b>		REPORT CONTROL SYMBOL DD-PA(AR)1381
<b>SECTION A. ORIGINAL CUSTOMER REQUEST FOR VISUAL INFORMATION (VI)</b>		
1. DATE OF REQUEST (YY/MM/DD)		2. DATE REQUIRED (YY/MM/DD)
3. TYPE OF REQUEST (X a., b., or c. and complete as applicable)		
a. NEW OR REVISED PRODUCTION		
(1) Script Attached (X one)  <input type="checkbox"/> Yes <input type="checkbox"/> No	(2) Suggested Location (a) Script (b) Photography	(3) Revision of PIN / PAN
b. ADOPTION OF GOVERNMENT PRODUCTION		
(1) Source (Name, Address, & Phone Number)	(2) Location of Master Materials	(3) PIN / PAN or Other Product Number
c. COMMERCIAL ACQUISITION (Existing off the shelf productions only)		
(1) Vendor's Mailing Address & Phone Number	(2) Sole Source Justification Attached (X one): <input type="checkbox"/> Yes <input type="checkbox"/> No	(3) Copyright Release Attached (X one): <input type="checkbox"/> Yes <input type="checkbox"/> No
	(4) Estimated Cost Per Copy \$	(5) Commercial Identification Number
4. TITLE		
5. SERIES TITLE AND PART IDENTIFICATION		
6. PROPOSED SECURITY CLASSIFICATION (X one)		
<input type="checkbox"/> a. Unclassified <input type="checkbox"/> b. Confidential <input type="checkbox"/> c. Secret <input type="checkbox"/> d. Top Secret		
7. PRODUCTION OBJECTIVE (X one)		
a. Education and Training <input type="checkbox"/>	b. Internal Information <input type="checkbox"/>	c. Public Information <input type="checkbox"/>
d. Recruiting <input type="checkbox"/>	e. Research, Development, Test, and Evaluation <input type="checkbox"/>	f. Intelligence, Reconnaissance, Criminal Investigation and Communications Security <input type="checkbox"/>
g. Combat Readiness <input type="checkbox"/>	h. Installation Support <input type="checkbox"/>	i. Medical and Dental <input type="checkbox"/>
8. OBJECTIVE AND KEY POINTS		
9. JUSTIFICATION		
10. TARGET AUDIENCE		
11. DISTRIBUTION PLAN		
12. FUNDING		13. ESTIMATED YEAR OF OBSOLESCENCE
<input type="checkbox"/> a. Unfunded <input type="checkbox"/> b. Funded; amount available \$		14. ESTIMATED RUNNING TIME
c. Program Element(s) (List)		
15. REQUESTER		
a. TYPED NAME (Last, First, MI)	b. RANK GRADE	c. ORG NAME OR SYMBOL
d. TITLE		e. PHONE NUMBERS (Autovon & Commercial)

**SECTION B. VALIDATION BY FUNCTIONAL MANAGEMENT****1. ASSIGNED TECHNICAL ADVISOR**

a TYPED NAME (Last, First, MI)	b RANK / GRADE	c PHONE NUMBERS (Autovon & Commercial)
d ORGANIZATION NAME AND SYMBOL		

**2. ASSIGNED CUSTOMER REPRESENTATIVE**

a TYPED NAME (Last, First, MI)	b RANK / GRADE	c PHONE NUMBERS (Autovon & Commercial)
d ORGANIZATION NAME AND SYMBOL		

**3. CERTIFICATION.** I certify that the requested VI production is authorized by regulation or directive or is necessary in conducting official business**a. INSTALLATION**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

**b. MAJOR COMMAND**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

**c. COMPONENT HEADQUARTERS**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

**d. JOINT INTEREST REVIEW BOARD**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

**SECTION C. APPROVAL BY VISUAL INFORMATION (VI) MANAGEMENT****1a. SUBJECT SEARCH NUMBER****2. SUBJECT SEARCH STATEMENT (X one)****3. DISTRIBUTION PLAN IS (X one)****b. SUBJECT SEARCH PARAMETERS ATTACHED (X one)**

a NO KNOWN COMMERCIAL PRODUCTION IS AVAILABLE
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a APPROVED (Attached)
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b COMMERCIAL PRODUCTION(S) AVAILABLE
--------------------------------------

b MODIFIED (Attached)
-----------------------

c EXEMPTION
-------------

<input type="checkbox"/> Yes <input type="checkbox"/> No
--

**4. ESTIMATED COSTS**

a. SCRIPT \$	b. PRODUCTION OR PURCHASE \$	c. REPRODUCTION \$	d. DISTRIBUTION \$	e. TOTAL \$
-----------------	---------------------------------	-----------------------	-----------------------	----------------

**5a. FUNDING SOURCE**

b. AMOUNT \$
-----------------

**6. ASSIGNED PRODUCTION NUMBER**

a. PIN
--------

b. PAN
--------

**7. ASSIGNED PRODUCTION ACTIVITY****8. APPROVAL AUTHORITY.** I certify that the requested VI production does not duplicate existing productions and represents the minimum expenditure of funds**a. INSTALLATION**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

**b. MAJOR COMMAND**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

**c. COMPONENT HEADQUARTERS**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
----------------------------------	---------------	--

**d. JOINT INTEREST REVIEW GROUP**

(1) Typed Name (Last, First, MI)	(2) Signature	(3) Phone Numbers (Autovon & Commercial)
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INSTRUCTIONS FOR COMPLETION OF DD FORM 1995-1, AUG 87

A. CUSTOMER REQUEST FOR VI PRODUCTION

1. Date of Request. Self-explanatory.
2. Date Required. Enter the date the production must be distributed. Leave blank if no firm date has been determined.
3. Type of Request. Enter an "X" in the applicable box to identify if the request is for a new or revised production, adoption of a Government production, or purchase of an existing production. If available, provide the additional information required in the checked box.
4. Title. Self-explanatory.
5. Series Title and Part Identification. If the production is part of a series, enter the title and part number (for example, "War in Europe-Part 4").
6. Proposed Security Classification. Self-explanatory.
7. Production Objective. Enter an "X" in the box that best describes the primary objective.
8. Objective and Key Points. Identify the primary objective and key teaching or information points. Indicate what the viewers are expected to learn or be able to do following the viewing of this production. List associated publications (if any) to be used with this production and the source (mailing address and telephone number) for obtaining copies.
9. Justification. Explain in detail why this production is necessary.
10. Target Audience. Self-explanatory.
11. Distribution Plan. Attach a list of estimated copies required by media formats (i.e., 25-16mm, 30-3/4" U-matic, etc.).
12. Funding
  - 12.a. Unfunded. Self-explanatory.
  - 12.b. Funded. Self-explanatory.
  - 12.c. Program Element(s). Enter the program element code(s) of available funds.
13. Estimated Year of Obsolescence. Enter the last two digits of the year that the production is estimated to become obsolete.
14. Estimated Running Time. Enter the estimated length in minutes.
15. Requester. Self-explanatory.

## B. VALIDATION BY FUNCTIONAL MANAGEMENT

General. Validation of the requirement is the responsibility of functional management (subject matter expert) at all levels. In addition to evaluating the proposed message or objective of a production and its audience, the following factors also must be considered in the validation process:

Confirmation of legitimate need.

Organizational goals.

Essentiality and priority.

Requester's authority and mission.

Production and user costs.

Product life expectancy.

Frequency of use.

Audience size.

Production acquisition or procurement lead time.

Updating production requirements.

Method, level, and cost of distributing the resulting production copies.

Other support costs.

Compatibility with other planned or existing VI productions.

1. Assigned Technical Advisor. Self-explanatory.
2. Assigned Customer Representative. Self-explanatory.
3. Certification Signature. Refer to the revised DoD Directive 5040.2 (reference (a)) or implementing Directive for specific instructions on the required certification level.

## C. APPROVAL BY VI MANAGEMENT

- 1.a. Subject Search Number (SN). The SN consists of the DAVIS User Name of the person doing the search, followed by four digits representing the sequential number of the search (assigned by FY); the YYMMDD when the search was conducted; and a single letter "A" or "B" indicating the result of the search. An "A" indicates that no productions on the subject were found; a "B" indicates that one or more productions were found. Each part of the SN shall be separated by a hyphen, as in the following example:

<u>DAVIS USER NAME</u>	<u>SEQUENTIAL NUMBER</u>	<u>DATE</u>	<u>RESULT</u>
XXXXXX	0023	810910	A

- 1.b. Subject Search Parameters. Use a DAVIS "Find" command to accomplish a subject search. The parameters (descriptors) for the search shall be printed out by the computer.
2. Subject Search Statement
  - 2.a. No Known Commercial Production Available. Enter an "X" if no productions are available.
  - 2.b. Commercial Production(s) Available. Enter the number of productions available.
  - 2.c. Exemption. List the applicable document number and paragraph granting an exemption from conducting a subject search.
3. Distribution Plan. Enter an "X" in the applicable box and attach a copy of the plan to include complete mailing addresses.
4. Estimated Costs. Self-explanatory.
  - 5.a. Funding Source. Enter the full name of the funding organization.
  - 5.b. Amount. Self-explanatory.
6. Assigned Production Number
  - 6.a. PIN. Enter the assigned PIN.
  - 6.b. PAN. Enter the assigned PAN.
7. Assigned Production Activity. Enter the DVIAN and mailing address of the assigned production activity.
8. Approval Authority. Refer to the revised DoD Directive 5040.2 (reference (a)) or implementing Directive for specific instructions on the required approval level.

<b>VISUAL INFORMATION (VI) PRODUCTION REPORT</b>										REPORT CONTROL SYMBOL DD-PA(AR)1381		
UPDATE OF AN EXISTING RECORD (List date YY/MM/DD) _____										NEW <input type="checkbox"/>		
<b>1. PRODUCTION IDENTIFICATION NUMBERS</b>					<b>2. PRODUCTION TITLES</b>							
*a. PIN _____					*a. TITLE _____  b. SERIES TITLE AND PART IDENTIFICATION _____							
*b. ORIGINAL COMPONENT DIGRAPH _____												
c. PAN _____												
d. INTERNAL CONTROL NUMBER _____												
*e. REPORTING AGENCY DIGRAPH _____												
<b>3. CLASSIFICATION</b>					<b>4. PUBLIC CLEARANCE STATUS</b>							
a. SECURITY CLASS. (X one) U <input type="checkbox"/> C <input type="checkbox"/> S <input type="checkbox"/> TS <input type="checkbox"/>												
b. CLASSIFIED BY _____												
c. DECLASSIFY ON / OADR (YY/MM/DD) _____												
d. (1) DOWNGRADE TO _____ (2) ON (YY/MM/DD) _____												
e. ADDITIONAL WARNING NOTICES _____					a. LEGAL RESTRICTIONS TO SALE _____							
					b. NO LEGAL RESTRICTIONS TO SALE _____							
					c. CLEARED FOR PUBLIC EXHIBITION AND SALE _____							
					d. NOT CLEARED FOR EXHIBITION OR SALE _____							
<b>5. CATEGORY AND MEDIA FORMATS AND COPIES</b>												
CATEGORY (X one)			f. SIZE		P		D <sub>1</sub>		D <sub>2</sub>		D <sub>3</sub>	
*a. CATEGORY 1			FILM								g. (Continued)	
*b. CATEGORY 2			(1) 8 mm film								(6) Video Beta II or III	
*c. CATEGORY 3			(2) 16 mm film								(7) Super Beta	
d. LENGTH (1) Min / Sec (2) Units			(3) 35 mm film								(8) Video Disc	
e. MEDIA TYPE			TAPE								(9) Compact Disc	
			(1) 1/8 inch tape								(10) Interactive Video Disc	
(1) Motion Picture			(2) 1/4 inch tape								(11) 8 mm Video	
(2) Video Tape			(3) 1/2 inch tape								(12) Other (Specify) _____	
(3) Video Disc			(4) 3/4 inch tape								h. MEDIA STOCK	
(4) Slide / Tape			(5) 1 inch tape								(1) Color	
(5) Slide Set			(6) 2 inch tape								(2) Black and White	
(6) Audio Tape			(7) 8 mm tape								i. MEDIA SOUND	
(7) Audio Disc			(8) Other (Specify) _____								(1) Optical	
(8) Multi-Media			g. PLAYBACK FORMAT								(2) Magnetic	
(9) Overhead Trans			(1) U-matic								(3) Disc	
(10) Other (Specify) _____			(2) Cartridge								(4) Silent	
			(3) Reel to Reel								j. CUMULATIVE NUMBER OF COPIES	
			(4) Video VHS									
			(5) Video Beta I									
<b>6. SUBJECT INDEX</b>												
*a. FIELD AND GROUP CODES (1) _____ / (2) _____ / (3) _____ /												
*b. DESCRIPTORS (1) _____ (2) _____ (3) _____ (4) _____ (5) _____												
<b>*7. SYNOPSIS</b>												
(Minimum 50 words)												

# **VISUAL INFORMATION (VI) PRODUCTION REPORT (Continued)**

## **\*8. COMMUNICATION OBJECTIVES**

(Maximum 50 words)

## **\*9. TARGET AUDIENCE**

(Maximum 50 words)

## **10. MILESTONE DATES (YYMMDD)**

<b>*a. PRODUCTION APPROVAL DATE</b>		<b>b. DATE DAVIS UPDATED</b>	
<b>c. DATE PRODUCT PURCHASED</b>		*(1) DAVIS User Name	
<b>d. PRODUCTION PHASE DATES</b>			
(1) Script Initiation Date		<b>e. CATALOG ENTRY DATE</b>	
(2) Script Approval Date		<b>f. REVALIDATION DATE</b>	
(3) Production Initiation Date		<b>g. PRODUCTION STATUS (X one)</b>	
(4) Production Completion Date		* (1) Proposed	
(5) Reproduction Completion Date		* (2) Completed	
(6) Distribution Date		(3) Cancelled	

## **11. ACQUISITION SOURCE (X one)**

<b>a. CO/CO CONTRACT PRODUCED</b>	<b>b. GO/CO CONTRACT PRODUCED</b>
<b>c. GOVERNMENT PRODUCED</b>	<b>d. GOVERNMENT OR DOD ADOPTED</b>
<b>e. COMMERCIAL OFF-THE-SHELF PURCHASE</b>	<b>f. COMMERCIAL ADOPTED</b>

## **12. PRIMARY CONTACTS**

<b>*a. ASSIGNED PRODUCTION ACTIVITY</b>	
(1) Organization and Office Symbol	
(2) Telephone Numbers (Autovon)	(Commercial)
(3) DVIAN	
<b>*b. CONTRACTING OFFICE</b>	
(1) Organization and Office Symbol	
(2) Telephone Numbers (Autovon)	(Commercial)
<b>*c. COMMERCIAL SOURCE</b>	
(1) Vendor's Name	
(2) Vendor's Mailing Address	
(3) Vendor's Telephone Number ( )	

**VISUAL INFORMATION (VI) PRODUCTION REPORT (Continued)****13. RECORDS CENTER AND DISTRIBUTION ACTIVITY CONTACTS****a. LOCATION OF ORIGINAL OR MASTER MATERIAL**

(1) Organization and Office Symbol

(2) Telephone Numbers

(Autovon)

(Commercial)

(3) DVIAN

**b. DISTRIBUTION ACTIVITY**

(1) Organization and Office Symbol

(2) Telephone Numbers

(Autovon)

(Commercial)

(3) Autobook

Yes

(4) DVIAN

**14. REPRODUCTION RIGHTS (X one)**

a. Government Only

b. DOD Only

c. No Reproduction Rights

**15. STATUS**

a. Current

b. Historical

c. Obsolete

d. Review Date (YY/MM/DD)

**e. OBSOLESCENCE REVIEWER (Functional manager responsible for content)**

(1) Organization and Office Symbol

(2) Mailing Address

(3) Telephone Numbers (Autovon)

(Commercial)

**16. REMARKS****a. ADMINISTRATIVE REMARKS (Non-catalog)****b. CATALOG REMARKS (Maximum 50 words)****c. SUBJECT SEARCH**

\*(1) Search Number

\*(2) Requester (Name, Organization and Phone Number)

\*(3) Conducted By (Name, Organization and Phone Number)

\*(4) Validator (Name, Organization and Phone Number)

\*(5) Approval (Name, Organization and Phone Number)

**17. DIRECT COSTS**

IN-HOUSE	COSTS	CONTRACT	COSTS
a. Script		e. Script	
b. Production		f. Production Purchase	
c. Reproduction and Distribution		g. Reproduction and Distribution	
d. TOTAL		h. Contract Total	
		i. Contract Administrative Costs	
		j. GRAND TOTAL	



INSTRUCTIONS FOR COMPLETION OF DD FORM 1995-2, AUG 87

Indicate at the top of the form if this is a new DD Form 1995-2, AUG 87, or an update of a previously approved DD Form 1995-2. Include the date of update on updated records only and fill in fields 1., 2., and those fields that are being changed or being added for entry into the DAVIS.

GENERAL

The asterisk (\*) before fields 1.a., 1.b., 1.e., 2.a., 5.a. or 5.b. or 5.c., 6.a., 6.b., 7., 8., 9., 10.a., 10.b., 10.g.(1) or 10.g.(2), 12.a. or 12.b. or 12.c. and 16.c.(1) through 16.c.(5) indicate mandatory fields that are required to be completed and entered into the DAVIS when making an initial entry. Failure to complete the MANDATORY entries shall place the record in the hold file.

All date entries shall be entered as YY/MM/DD with slashes (such as 85/07/26).

1.a. PIN. Enter the assigned PIN. The PIN shall remain the same during the life cycle of the production.

1.b. Original Component Digraph. Enter the two-character code that identifies the DoD Component that originated and assigned the PIN. (See list, as follows:)

DA - Department of the Army  
DB - Defense Mapping Agency  
DD - Office of the Secretary of Defense  
DE - Defense Advanced Research Projects Agency  
DF - Department of the Air Force  
DG - National Security Agency  
DH - Defense Nuclear Agency  
DJ - Joint Chiefs of Staff  
(including the Joint Staff,  
Unified and Specified  
Commands)  
DK - Defense Communications Agency  
DL - Defense Intelligence Agency  
DM - United States Marine Corps

DN - Department of the Navy  
DR - Defense Contract Audit Agency  
DS - Defense Logistics Agency  
DT - Defense Security Assistance Agency  
DU - Defense Audit Service  
DV - Defense Investigative Service  
DW - Uniformed Services University  
of the Health Sciences  
DZ - Department of Defense  
Dependents Schools

1.c. PAN. Enter the assigned PAN. The PAN consists of the DVIAN of the production approving activity, the last two digits of the FY in which the production is approved, and a sequential number beginning with (0001) at the start of each FY. Each set of characters shall be separated by a hyphen (such as M4017-84-0053).

1.d. Internal Control Number. Enter the DoD Component-unique control number (such as the internal release number) if required by the originating DoD Component. Do NOT repeat the PIN.

1.e. Reporting Agency Digraph. Enter your digraph only if you are adopting another DoD Component's completed production. The following fields are permanent data and shall not be changed by the adopting Agency: 1.a., 1 b., 2.a., 2.b., 3., 4., 5.a., 5.b., 5.c., 5.d., 7., 10.a., 10.d.(2), 10.d.(4), 10.f., 12., 13.a., 14., and 17.a. through 17.j.

- 2.a. Title. If a title begins with "a," "an," or "the," the article shall be preceded by a comma, and placed at the end of the title. The title shall not contain any information that shall cause the entry to be classified.
- 2.b. Series Title and Part Identification. Enter the series title, if applicable, and the number of this part (for example, "War in Europe-Part 4").
3. Classification. ("X" one.)
- 3.a. Security Classification. Self-explanatory.
- 3.b. Classified By. Self-explanatory.
- 3.c. Declassify On and OADR. Enter the specific date for declassification or Originating Agency's Determination Required (OADR).
- 3.d. Downgrade To. Enter the new classification or the result of downgrading and specific date (for example, "Downgrade to CONFIDENTIAL on 85/07/26").
- 3.e. Additional Warning Notices. May be required for some classified productions, such as FOUO, CNWDI, SECRET RESTRICTED DATA, and FORMERLY SECRET RESTRICTED DATA.
4. Public Clearance Status. ("X" one.)
- 4.a. Legal Restrictions To Sale. No data required.
- 4.b. No Legal Restriction To Sale. No data required.
- NOTE: Fields 4.c. and 4.d. shall be entered by the distribution activity after review of the production folder for these authorizations.
- 4.c. Cleared for Public Exhibition and Sale. Mark this field after this production legally has been cleared for sale and for public exhibition.
- 4.d. Not Cleared of Exhibition and Sale. Mark this field if a legal review was not performed or public release was not requested. Explain circumstances in field 16.a., "Administrative Remarks."
5. Category and Media Formats and Copies. "X" 5.a., 5.b., or 5.c., as applicable.
- 5.a. Category 1. Supports base, requesting organization, or single major command requirement only.
- 5.b. Category 2. Supports a single DoD Component or Military Service requirement only.
- 5.c. Category 3. Supports DoD or joint-interest.
- 5.d. Length. For continuous run productions, enter the running time in minutes and seconds, such as 0015 minutes 00 seconds (0015/00). For productions without fixed running times, enter the number of slides etc., as units (such as 0100).

5.e. Media Type. Under the "P" column, enter an "X" for the applicable media type representing the ORIGINAL PRODUCTION. SELECT ONE TYPE ONLY. No data is required for the blacked out boxes. If the production media type is not listed in the fields, make an entry in field 5.e.(10), "Other." Under the "D" columns, enter an "X" for the applicable media types representing a PRIMARY DISTRIBUTION MEDIA (D.1.) and, if applicable, a SECONDARY DISTRIBUTION MEDIA (D.2.) and a THIRD DISTRIBUTION MEDIA (D.3.).

5.f. Film or Tape Size. As in field 5.e., above, SELECT ONLY ONE film or tape size in each "P" column representing the original production film or tape size and the "D" distribution media. For multimedia productions, check only the primary visual media size in the "P" column. Include additional media sizes in field 16.a., "Administrative Remarks." No data is required for the blacked out box.

5.g. Playback Format, 5.h. Media Stock, and 5.i. Media Sound. Enter an "X" in the "D" columns for playback format, media stock, and media sound that represents the distribution media.

5.j. Cumulative Number of Copies. Enter total number of copies distributed in the primary, secondary, and third distribution media.

6. Subject Index. Entries for this field may be obtained by searching Data Base 207 of the DAVIS for group codes and search descriptors. Word changes to descriptors are not authorized. For any one production, do not list a field group code more than once. However, more than one descriptor may be listed under a field or group code.

7. Synopsis. Use specific descriptive and substantive words or phrases in describing the thrust of the production. Use the five (5) "W's" of journalism, "who," "what," "where," "when," and "why" to write the synopsis. The synopsis of a classified production shall not contain any information that shall cause the synopsis to be classified.

8. Communciation Objective. Enter the key teaching and information objectives and what the viewer is expected to learn or to do, after viewing the production.

9. Target Audience. Enter the intended audience, such as journalists, aviators, armor personnel, medical personnel, middle management, senior officers in the infantry, or academy students. Specify the military job specialty codes or civilian career series. Include courses or program titles and number, if applicable. If the production is intended for public release or is to be limited to a specific audience, so state. Some occupations shall not relate to a specific career field and must be defined clearly.

10. Milestone Dates (YY/MM/DD)

10.a. Production Approval Date. Enter the actual production approval date of the highest approval level by VI management.

10.b. Date DAVIS Updated. Enter the input date.

10.b.(1) DAVIS User Name. Enter the authorized user name assigned by the DoD Component VI manager that is used to gain access to the DAVIS.

10.c. Date Product Purchased. Self-explanatory.

10.d.(1) Script Initiation Date. No data required.

10.d.(2) Script Approval Date. Enter the actual script approval date.

10.d.(3) Production Initiation Date. No data required.

10.d.(4) Production Completion Date. Enter the date the production is approved for reproduction. If this is an off-the-shelf production, enter the original production date found in the commercial source brochure.

10.d.(5) Reproduction Completion Date. No data required.

10.d.(6) Distribution Date. Enter actual date that all copies made for distribution are ready for shipment.

10.e. Catalog Entry Date. This field is reserved for catalog entries, and DAVIS entries shall be made by only the distribution activities.

10.f. Revalidation Date. Enter the date written revalidation is received by the production activity.

10.g. Production Status

10.g.(1) Proposed. Self-explanatory.

10.g.(2) Completed. Self-explanatory.

10.g.(3) Canceled. "X" this box if the production has to be canceled before the distribution phase. If funds have been expended on this production, such as script completion or footage shot, enter the costs in field 17.

11. Acquisition Source. ("X" one.)

11.a. COCO Contractor-Produced. "X" this block if the production house is a contract facility (commercially owned and commercially operated).

11.b. GOCO Contractor-Produced. "X" this box if the production facility is owned by the U.S. Government and is operated by a commercial contractor.

11.c. Government-Produced. "X" this box if the production is managed and produced by Federal employees.

11.d. Government or DoD Adopted. Self-explanatory.

11.e. Commercial Off-the-Shelf Purchase. No data required.

11.f. Commercially Adopted. Self-explanatory.

12. Primary Contacts

12.a. Assigned Production Activity. Self-explanatory.

12.b. Contracting Office. Self-explanatory.

12.c. Commercial Source. Enter the vendor's name in all cases when a production originally is produced by a commercial firm.

13. Records Center and Distribution Activity Contacts

13.a. Location of Original or Master Material. Self-explanatory.

13.b.(1) and 3.b.(2) Distribution Activity. Self-explanatory.

13.b.(3) AUTOBOOK. Entries are to be made only by the Air Force.

13.b.(4) DVIAN. Self-explanatory.

14. Reproduction Rights

14.a. Government Only. Entry in this field is made only after legal review determination.

14.b. Department of Defense Only. Entry in this field is made only after legal review determination.

14.c. No Reproduction Rights. Entry in this field means that no legal review has occurred or if legal review determines that the Department of Defense has no reproduction rights.

15. Currency Status. Entries shall be made by the assigned distribution activity.

15.a. Current. Enter an "X" if the production is current. Enter the date of the last review in field 15.d.

15.b. Historical and 15.c. Obsolete. Enter an "X" when the production is declared historical or obsolete. Enter the date declared historical or obsolete in field 15.d.

15.d. Review Date. Enter the date of last review or date declared historical or obsolete.

15.e. Obsolescence Reviewer. Self-explanatory.

16.a. Administrative Remarks (Non-catalog). This field is reserved for distribution information or applicable remarks required by the DoD Component.

16.b. Catalog Remarks. If the production is to be published in a catalog, this field is reserved for catalog information required by the DoD Component.

16.c. Subject Search

16.c.(1) Search Number. Enter the search number or the exemption paragraph number.

16.c.(2) Requester. Enter the original requester's name, organization, and telephone number.

16.c.(3) Conducted By. Enter the name, organization, and telephone number of the person conducting the subject search.

16.c.(4) Validator. Enter the name, organization, and telephone number of the functional validator (at the highest level).

16.c.(5) Approval. Enter the name, organization, and telephone number of the person (at the highest level) approving the production.

17. Direct Costs

17.a.-17.d. In-House. Enter direct costs (in whole dollars) for materials, supplies, manpower, and travel for each specific phase of production completed in a Government-owned and Government-operated facility.

17.e.-17.h. Contract. Enter direct costs (in whole dollars) that are applicable to each of the specific phases of production completed in a contractor facility including Government-owned and contractor-operated facilities.

17.i. Contract Administrative Costs. Enter the direct Government costs (in whole dollars) associated with the administration of this contract production.

17.j. Grand Total. Enter the total (in whole dollars) of 17.e. through 17.i.

<b>VISUAL INFORMATION (VI) ANNUAL ACTIVITY REPORT</b> <i>Item numbers below correspond with numbers in the data base</i> <i>Some numbers do not appear on this form</i>						<b>REPORT CONTROL SYMBOL</b> <b>DD-PA(A) 1438</b>	
<b>SECTION I - AV ACTIVITY PROFILE</b>						<b>HEADQUARTERS USE ONLY</b>	
1. DVIAN		2a. DATE SUBMITTED (YYMMDD)		b. REPORT FISCAL YEAR (YY)		3. DODAAD/UIC CODE	
4a. UNIT OR ACTIVITY NAME (Do not abbreviate)				b. TYPE OF ACTIVITY		RACNUM	
5a. UNIT OR ACTIVITY ADDRESS						b. ZIP CODE OR APO/FPO NO	
6a. POINT OF CONTACT (Last name, First name, Middle Initial)				b. POSITION TITLE			
c. COMMERCIAL TELEPHONE NUMBER		d. AUTOVON TELEPHONE NUMBER		7. MAJOR COMMAND BUREAU OR OFFICE			
<b>SECTION II - RESOURCE DATA</b>							
8. TYPE OF OPERATION AND FLOOR SPACE (X as applicable)						11. TYPE OF SUPPORT (X one)	
a. GOVERNMENT OWNED				b. COMMERCIAL LEASE		a. DEDICATED SUPPORT	
(1) CONTRACTOR OPERATED (GOCO)				(1) CONTRACTOR OPERATED		b. COMMON SUPPORT	
(2) GOVERNMENT OPERATED (In-House)				(2) GOVERNMENT OPERATED		c. REGIONAL	
12. FUNCTIONS SUPPORTED AND PERCENTAGE OF EFFORT (MUST TOTAL 100%)						<b>*ESTIMATED DATA</b>	
EDUCATION AND TRAINING a	INTERNAL INFORMATION b	PUBLIC INFORMATION c	RECRUITING d	RESEARCH, DEVELOPMENT, TEST AND EVALUATION e	INTELLIGENCE, RECONNAISSANCE, CRIMINAL INVESTIGATION AND COMMUNICATIONS SECURITY f	COMBAT READINESS g	INSTALLATION SUPPORT h
%	%	%	%	%	%	%	%
13. PERSONNEL AND PERSONNEL COST DATA							
MILITARY					CIVILIAN		
(1) OFFICER		(2) ENLISTED		(3) CIVIL SERVICE		(4) LOCAL NATIONAL (Direct)	
(5) LOCAL NATIONAL (Indirect)							
a. AUTHORIZED							
b. ASSIGNED							
c. PERSONNEL COST \$		\$		\$		\$	
14. OPERATIONAL COSTS							
a. REPORT FY		b. VI PRODUCTION & SERVICE		c. VI SUPPORT		d. AV MANAGEMENT	
\$		\$		\$		\$	
						e. REIMBURSABLES	
						f. SEE SV INSTRUCTIONS	
<b>SECTION III - VI PRODUCTS AND SERVICES COMPLETED (ACCOMPLISHED OR PROCURED) IN THE REPORT FISCAL YEAR</b>							
16. VI PRODUCT RECORDING AND GENERATION		MOTION PICTURE FILM		VIDEO TAPE		AUDIO TAPE DISC	
		IN-HOUSE (1)		CONTRACT (2)		VIDEO DISC	
		IN-HOUSE (3)		CONTRACT (4)		IN-HOUSE (7)	
a. NO OF WORK ORDERS						CONTRACT (8)	
b. FEET - MINUTES							
c. TOTAL COST \$		\$		\$		\$	
d. WORK YEARS							
17. VI PRODUCT RECORDING AND GENERATION		STILL PHOTO		GRAPHIC ART		OTHER MEDIA	
		IN-HOUSE (9)		CONTRACT (10)		SERVICES	
		IN-HOUSE (11)		CONTRACT (12)		IN-HOUSE (13)	
a. NO OF WORK ORDERS						CONTRACT (14)	
b. UNITS						AV EQUIPMENT LOANS (15)	
c. TOTAL COST \$		\$		\$		\$	
d. WORK YEARS						OTHER (16)	
18. OTHER SUPPORT		SEE SV INSTRUCTIONS		18. (FOR SERVICE USE)			
		IN-HOUSE (1)					
		CONTRACT (2)					
a. NO OF REQUESTS							
b. UNITS							
c. TOTAL COST \$		\$					
d. WORK YEARS							
19. APPROVING OFFICIAL							
a. NAME (Last, First, Middle Initial)				b. TITLE			
c. SIGNATURE							

INSTRUCTIONS FOR COMPLETION OF DD FORM 2054/1, JUN 86

The VI Annual Activity Report (DD Form 2054/1, JUN 86) is a source of information for VI budget, manpower, organization, planning, and program management actions within the Department of Defense. The following instructions provide detailed information for completing the form. Review exclusions in the revised DoD Directive 5040.2 (reference (a)) before collecting report data or forwarding reports. DoD organizations shall enter section I for each individual report into the applicable DAVIS file by the last working day in January. Only VI activities assigned a DVIAN shall complete the form.

SECTION I. ACTIVITY PROFILE.

1. DVIAN. Enter the assigned DVIAN.
- 2.a. Date Submitted. Enter the YYMMDD that the report is submitted or signed. Example: "871115."
- 2.b. Report FY. Enter the FY of the report. Example: "87."
3. DoDAAD or UIC Code. Enter the activity's unit identification code (UIC).
- 4.a. Unit or Activity Name. Enter the official name of the reporting unit or activity.
- 4.b. Type of Activity. Enter the activity type(s) assigned to the unit. Refer to enclosure 5 of revised reference (a) or the implementing Directive. Example: "AI."
- 5.a. Unit or Activity Address. Enter the official address of the reporting unit or activity. DO NOT include the zip code, activity name, or title of official in charge in this block. Example: "51 N. Washington Street, Battle Creek, MI."
- 5.b. Zip Code. Enter the activity's nine-digit zip code.
- 6.a. Point of Contact. Enter the name of person who is knowledgeable about the entries on this report or the activity's VI point of contact.
- 6.b. Position Title. Enter the official title of the person listed in block 6.a.
- 6.c. Commercial Telephone Number. Enter the person's commercial telephone number. Example: "301-258-0044."
- 6.d. AUTOVON Telephone Number. Enter the person's AUTOVON telephone number. Example: "229-2022."



7. Major Command, Bureau, or Office. Enter the official abbreviation or acronym for the major command or claimant to which the unit reports.  
Example: "AFLC."

SECTION II. RESOURCE DATA.

8. Type of Operation and Floor Space. ("X" one.)

8.a.(1) Contractor Operated. Check if Government-owned facilities operated by a contractor.

8.a.(2) Government Operated. Check if Government-owned facilities operated by Government personnel.

8.b.(1) Contractor Operated. Check if facilities are leased from a commercial owner and operated by a contractor.

8.b.(2) Government Operated. Check if facilities are leased from a commercial owner and operated by Government personnel.

9. Reserved for Future Use

10. Reserved for Future Use

11. Type of Support. ("X" one only.)

SPECIAL INSTRUCTIONS. Check block 11.a. or 11.b. for type of support provided.

11.a. Dedicated Support. An activity whose VI support is integral to the performance of the primary mission(s) of the single organizational unit supported. It normally does not include productions, production services, and related support functions.

11.b. Common Support. An activity whose VI support is provided to multiple using organizations or in general to all installation, base, facility, or site organizations or activities. Typically, they supply motion picture, still photography, television, and audio recording for documentation purposes, their laboratory support, graphic arts, VI libraries, production and related services, and presentation services.

11.c. Regional. Reserved for future use. No data is required.

12. Functions Supported and Percentage of Effort

SPECIAL INSTRUCTIONS. Enter the estimated percentage of VI (including AV) support to the listed functions for the report FY. The total of blocks 12.a. through 12.i. MUST equal 100 percent. This is an estimate and should not be part of an accounting or timekeeping procedure. USE WHOLE NUMBERS ONLY.

12.a. Education and Training. VI support for education and training including school, extension, and unit training. Library support is listed in block 12.h.

12.b. Internal Information. VI support for internal DoD communications. Management briefing support is included in block 12.h.

12.c. Public Information. VI support for information prepared for or released to the public, except recruiting.

12.d. Recruiting. VI support for recruiting including TV spots, radio spots, and exhibits intended primarily for recruiting purposes.

12.e. RDT&E. Direct VI support to RDT&E.

12.f. Intelligence, Reconnaissance, Criminal Investigation, and Communications Security. Direct VI support to intelligence, reconnaissance, criminal investigation, and communications security.

12.g. Combat Readiness. VI support for combat and readiness operations including armament recording and Combat Camera.

12.h. Installation Support. VI support for command briefings, identification and personnel record photographs, VI libraries, and TV distribution systems not accounted for in other listed functions.

12.i. Medical and Dental. Direct VI support for medical and dental purposes.

13. Personnel and Personnel Cost Data

SPECIAL INSTRUCTIONS. The following special instructions are for blocks 13.a., 13.b., and 13.c.:

APPLICABILITY. Applies only to officer, enlisted, and Government civilian personnel billets and positions in a VI occupational series, code, rate, or in organizations that have VI activities as their authorized primary mission.

NOTE: The term "VI" includes "AV." DO NOT include the following:

VI personnel who permanently are not authorized or assigned to the reporting activity. (These persons must be reported by the parent activity.)

VI personnel who are executing official temporary authorized duty (TAD) or temporary duty (TDY) orders to perform non-VI functions on September 30 of the report FY. For example, those who are hospitalized or attending non-VI schools.

Contract employees. (Cost of contract employees are reflected in block 14.)

Other non-VI personnel who may perform some VI functions.

DATA SPECIFICATIONS. Enter data in whole numbers only. DON'T ENTER DECIMAL POINTS, COMMAS, OR WORDS. Blocks that do not apply MUST be left blank.

13.a. Authorized. Enter the total number authorized on September 30 of the report FY. Enter in columns (1) through (5), as applicable.

13.b. Assigned. Enter the total number assigned on September 30 of the report FY. Enter in columns (1) through (5), as applicable.

13.c. Personnel Costs. Enter the costs of assigned VI personnel in columns (1) through (5), as applicable. For military personnel, refer to pay tables "Composite Standard Military Rates and Basic Allowances for Quarters Rates," promulgated annually. For civil service personnel, use their actual annual salaries plus 26 percent for benefits. For other civilian personnel, use their actual annual salaries. If assistance is required, contact your accounting officer.

#### 14. Operational Costs

SPECIAL INSTRUCTIONS. The following special instructions are for blocks 14.a., 14.b., 14.c., 14.d., and 14.e.:

APPLICABILITY. Applies to VI (including AV) total obligations for operations, both direct and indirect, and includes contractor costs.

DATA SPECIFICATIONS. Enter data in whole numbers only. DON'T ENTER DECIMAL POINTS, COMMAS, OR WORDS. Blocks that do not apply MUST be left blank. All data is for the report FY.

DISCUSSION. The objective of block 14. is to include all obligations for the VI activity, including personnel, utilities, maintenance, equipment, etc. Units that have reported AV obligations on the DD Form 2054/2, JUN 86, should include them again on this form.

The difference between the information reported in blocks 14.b. and 14.c. is in the PURPOSE of the products and services as opposed to their format. For example, documentation of a missile launch on a videotape should be included in 14.c. A videotape produced to train missile launcher operators should be reported in 14.b.

14.a. Report FY. Enter the applicable FY of the report. Example: "87."

14.b. VI Production and Service (Production, Duplication, and Distribution). Enter the operation and maintenance (O&M) funds obligated to produce (or procure from other sources) multimedia, VI (inclusive of AV) productions (slide and slide-sound sets, filmstrips, motion pictures, television and audio recordings (tape and disc)), provide production services, manage and operate VI product distribution, duplication, libraries, related support functions, and the supervision of these functions.

14.c. VI Support (Documentation). Enter the O&M funds obligated to provide documentation (includes still photography, motion picture, television, and audio recordings), graphic arts, VI records centers, presentation services, and the supervision of these functions.

14.d. AV Management. Enter the O&M funds obligated for VI management at command and DoD Component headquarters (for managers above the production supervisor level).

14.e. Reimbursements. Enter the O&M funds obligated for reimbursable expenditures incurred for a product, a production, or services rendered.

14.f. See SV Instructions. Follow DoD Component instructions.

15. None

SECTION III. PRODUCTS AND SERVICES COMPLETED IN THE REPORT FISCAL YEAR.

16. VI Product Recording and Generation. Report all VI and AV products and services. This data is required since both the DD Forms 2054/1, JUN 86, and 2054/2, JUN 86, stand alone:

Enter the number of work orders or requests for services received during the report FY. Report by medium, as applicable.

Enter the number of feet, minutes, or units, as applicable. There is NO need to specify that motion picture measurements are given in feet; audiotape, videotape, and multimedia in minutes; and everything else as units.

Enter the total cost figures in whole dollars, as applicable. If a product is part contract and part in-house (mixed), report the proper amount in the applicable block.

Enter the applicable work-years. Use decimals no smaller than tenths. Example: "3.4.," NOT 3.37.

17. Other Support. Enter the number of requests, units, cost, and work years for other VI (including AV) support not specified in block 16.

18. DoD Component Use. Follow DoD Component instructions.

19. Approving Official

19.a. Name. Enter the approving official's name. The approving official should be the commander, commanding officer, or officer in charge of the unit or activity identified in block 4.a.

19.b. Title. Enter the approving official's title. Example: "Commanding Officer."

19.c. Signature. Enter the approving official's signature.

AUDIOVISUAL (AV) ANNUAL PRODUCTION AND LIBRARY REPORT						REPORT CONTROL SYMBOL DD-PA(A)1438	
AV ACTIVITY PROFILE						HEADQUARTERS USE ONLY	
1. DVIAN		2a. DATE SUBMITTED (YYMMDD)		b. REPORT FISCAL YEAR (YY)		3. DODAAD/UIC CODE	
4a. UNIT OR ACTIVITY NAME				b. TYPE OF VI ACTIVITY		REFIL	
5a. UNIT OR ACTIVITY ADDRESS						b. ZIP CODE OR APO/FPO NO	
6a. POINT OF CONTACT (Last name, First name, Middle Initial)				b. POSITION TITLE			
c. COMMERCIAL TELEPHONE NUMBER			d. AUTOVON TELEPHONE NUMBER			7. MAJOR COMMAND BUREAU OR OFFICE	
8. AUDIOVISUAL PRODUCTION AND LIBRARY FACILITIES						9. OFF-THE-SHELF PURCHASES	
TYPE		NUMBER OF FACILITIES (1) HQ USE ONLY		TOTAL SQUARE FEET OF SPACE OCCUPIED (2)		NUMBER OF	
a. Government-owned and operated by reporting agency, unit or activity						a. Motion Picture	
b. Leased by the Government and operated by reporting agency, unit or activity							
c. Contractor operated						b. Video tape/disc	
d. TOTAL							
MEDIA		NUMBER OF		PRODUCTION		DUPLICATION	
				TITLES (1)		MINUTES (4)	
				MINUTES (2)		COST (5)	
				COST (3)		COPIES (6)	
						LOANS (7)	
10. MOTION PICTURE		a. In-house					
		b. Contract					
		c. Mixed					
				* d **			
11. VIDEO TAPE/DISC		a. In-house					
		b. Contract					
		c. Mixed					
				* d **			
* Indicate the amount of in-house cost ** Indicate the amount of contract cost 13. REPORTING OFFICIAL'S SIGNATURE						12. COST	
						TOTAL LIBRARY COST AS DEFINED IN INSTRUCTIONS	
						\$	

INSTRUCTIONS FOR COMPLETION OF DD FORM 2054/2, JUN 86

The AV Annual Production and Library Report (DD Form 2054/2, JUN 86), as part of the DAVIS, is a primary source of information on DoD VI activities and programs. The following instructions provide detailed information for completing the DD Form 2054/2, JUN 86. Review the exclusions cited in these instructions before collecting report data or forwarding reports. The DD Form 2054/2, JUN 86, shall be completed by those VI activities performing AV production and services, as identified by the DoD Component VI management office. DoD Component headquarters shall ensure timely completion of reports. A consolidated DD Form 2054/2, JUN 86, report shall be submitted by each DoD Component to OASD(PA), ATTN: American Forces Information Service (AFIS), Defense Audiovisual Policy (DAP), no later than 2 months after the FY end (the first working day in December).

DoD organizations shall enter each individual report into the applicable DAVIS file by the last working day in January. The management and operational data shall reflect all of the costs incurred through derivation from official DoD Component accounting records as budgeted on the Budget Exhibit PB-17. Job order costing or any equivalent practices may be used during the reporting period to accumulate the cost incurred for various products, services, and summary cost categories. However, REPORT ONLY COSTS BUDGETED ON THE APPLICABLE BUDGET EXHIBIT PB-17. Round off fiscal data to the nearest whole dollar. EXAMPLE: \$10,000.45 SHOULD BE ENTERED AS 10000, NOT 10K.

1. DVIAN. Enter the assigned DVIAN.

2.a. Date Submitted. Enter the YYMMDD that the report is submitted or signed.

2.b. Report FY. Enter the FY for the report.

3. DoDAAD or UIC Code. Enter the activity's UIC. If this is a consolidated report, enter the DoD Component VI management office UIC.

4.a. Unit or Activity Name. Enter the official name of reporting unit or activity. If this is a consolidated report, enter the DoD Component name.

4.b. Type of VI Activity. Enter the type of activity from DoD Directive 5040.2, enclosure 5, or the implementing Directive. Normally, types are limited to "A" through "D."

NOTE: Only AV production, duplication, library services, and off-the-shelf purchases are reported. If this is a consolidated report, enter "Z" to identify it as consolidated.

5.a. Unit of Activity Address. Enter the official address of the reporting unit or activity. DO NOT include the zip code in this block.

5.b. Zip Code. Enter the activity's nine-digit zip code.

6.a. Point of Contact. Enter the name of the person who is most knowledgeable about the entries on this form, or the activity's VI point of contact.

6.b. Position Title. Enter the official title of the person listed in block 6.a.

6.c. Commercial Telephone Number. Enter the person's commercial telephone number. Example: "301-258-0044."

6.d. AUTOVON Telephone Number. Enter the person's AUTOVON telephone number. Example: "229-2022."

7. Major Command, Bureau, or Office. Enter the official abbreviation or acronym for the major command or claimant to which the activity reports. If this is a consolidated report, leave blank.

8. Audiovisual Production and Library Facilities. Enter the number of activities and square footage for each listed category and the totals as applicable. A facility is a building, or space within a building, owned or operated by the Government that houses an activity, equipment, or a capability to provide an AV production or library function. Space used to produce an AV production with portable equipment (mobile van) shall be classified as an activity under this report. A space should be counted as part of an activity if as follows:

It is used in the performance of one or more of the following functions: production, duplication, broadcasting, distribution, and storage of related materials and equipment. Such functions may include scripting, photography, film processing, videotape transfer, sound recording and duplication, tape or film editing, media depository and records center operations, libraries, and support and maintenance of equipment.

It is used as office space for personnel involved in VI functions.

It is used as office space by those directly supervising personnel involved in VI functions.

It is equipped permanently for interlock or production screening. (Both the projection and screening rooms should be included as part of the activity.)

A space should not be counted as part of an activity if its only connection is the screening of finished AV productions (e.g., auditoriums, conference rooms, classrooms, etc.).

Spaces that qualifies should be counted as one activity if they are part of the same DVIAN, related to one another, are physically attached, or are in close proximity. If a space is used in any of the above functions for 50 percent or more of the total time it is utilized, count the total square footage. If space is used in any of the VI functions for less than 50 percent of the total time it is utilized, do not count the space as part of the activity.

NOTE: The number of facilities blocks are for DoD Component headquarters use only.

9. Off-the-Shelf Purchases. Enter the applicable information for off-the-shelf purchases. Report any purchase of finished commercial off-the-shelf AV productions. This includes the purchase of rights, preprint materials, and materials with modifications. AV productions purchased for use in training also should be included.

9.a.(1) and 9.b.(1) Titles. Enter the number of different AV production titles purchased.

9.a.(2) and 9.b.(2) Copies. Enter the applicable number of copies. This number MUST reflect the total number of AV production copies purchased. The number of copies always should be equal to or greater than the number of titles. For example, if seven different film titles were purchased, the number in the box labeled, "motion picture titles," should be seven. If three copies of one film, four copies of another film, and one copy each of five films were purchased, the total in the space labeled, "motion picture copies," should be 12 and computed in the following example:

3 X 1 = 3  
4 X 1 = 4  
1 X 5 = 5  
titles: 7 12 copies

If a series is purchased wherein each unit may stand on its own, record each individual part of the series as a separate title. If, for example, your Agency purchased a film series entitled, "First Aid," each individual film in the series should be counted as a separate title. If a title has more than one part because of its length, all of the combined parts represent only one title. For example, if your Agency purchased a three-reel film entitled, "War And Peace," it should be counted as one title.

9.a.(3) and 9.b.(3) Cost. Enter the cost in whole dollars associated with the acquisition of the off-the-shelf AV productions.

10. and 11. Production, Duplication, and Audiovisual Library. Enter the applicable information for each AV production. Costs are to be reported in whole dollars. Contracts for the production, duplication, and distribution (including off-the-shelf) of AV productions also must be reported.

If a single contract includes services in more than one of these categories, the costs should be separated and listed in the applicable categories. For example, a production contract might include the delivery of the final product, extra release prints, or copies. While such a contract is not recommended, if this should be the case, the cost of the production is listed under the production category, while the cost of the extra prints and the associated duplication minutes of time should be listed under duplication. (The duplication minutes of one product is the screen time length of that AV production times the number of copies duplicated.) When computing final contract costs, add 5 percent of the cost of the contract to cover administration of the contract by the Agency. Contract refers only to products and services provided by commercial sources. If one DoD Agency provides services to another DoD Agency, the



cost should be reported by the purchasing Agency as an in-house cost. On the level of the individual Agency, it may not appear as though this is an applicable way to account for contract costs. However, when the data is compiled and reported on a DoD-wide basis, these costs must appear in the in-house category.

NOTE: All three categories of DoD AV productions must be reported. AV productions include, but are not limited to:

Public service announcements (PSAs) in any media format.

AV productions made for research, documentation, training, public information, and transfer of technology.

AV productions produced as a report accompanying an RDT&E project.

AV productions produced from the documentation of events that is saved for future use by the Agency.

10.a. and 11.a. In-House. An AV production should be reported as in-house if the products and services to produce the AV production were supplied directly by the staff of the using Agency. An AV production is produced in-house if the actual production is done directly by Agency staff.

An AV production also should be reported as in-house if the products and services to produce the AV production were provided for the using Agency by another DoD Agency. For example, if the Defense Intelligence Agency (DIA) produced a film for the Defense Mapping Agency (DMA), the DMA should report the production, its associated costs, and released, edited minutes as an in-house production. On the level of the individual Agency, it may not appear as though this is the proper way to account for such costs. However, when the data is compiled and reported on a DoD-wide basis, these costs **MUST** appear in the in-house category.

10.b. and 11.b. Contract. A production should be reported as contract if a commercial source provides the products and services to produce the AV production for the Agency through a contract or purchase order. All AV productions produced in GOCO facilities should be reported as contract. When computing final contract costs, add 5 percent of the cost of the contract to cover administration of the contract by the Agency.

10.c. and 11.c. Mixed Production. A production is reported as a mixed production if it meets two tests. First, part of the products and services used to produce the AV production are provided directly by the staff of the using Agency (report that part as mixed and in-house costs); and second, part of the products and services used to produce the production are provided to the Agency by a commercial source (report that part as mixed and contract costs). An example of a mixed production is an Agency that made a motion picture and wrote the script in-house, but contracted for the remainder of the production.

10.(1) and 11.(1) Titles. Enter the number of titles produced. This number refers to the number of individual AV productions completed.

10.(2) and 11.(2) Minutes. Enter the number of minutes produced. This number refers to the number of released and edited minutes in the finished product, as opposed to the number of minutes of film, videotape, or audiotape recorded or exposed in the process of producing an AV production.

10.(3) and 11.(3) Cost. Enter the applicable costs in whole dollars. Include in the production category only those costs associated with the production of AV productions. Report the cost of all release copies of the original production in the duplication category. For example, if five release copies of a film were ordered and delivered as part of a production contract, the cost of those five copies should be listed separately in the duplication category. When an AV production spans more than one reporting period, report all costs associated with the production in the reporting period in which it is completed. Report the production of PSAs, including the number of different PSAs (titles), total minutes, and associated costs, as for any other AV production.

NOTE: Final costs reported in blocks 10.a.(3) through 10.c.(3) and 11.a.(3) through 11.c.(3), should include the costs of producing the product or performing the services (project costs), as well as a share of the general operating expenses that fund the over-all operation of the organizational entity where the function takes place.

Duplication is defined as the making of copies from an earlier generation of materials. It includes all copies beyond the original or master copy. Duplication should be reported as specified in paragraphs 10.a. and 11.a., below.

10.a. and 11.a. In-House. Duplication should be reported as in-house if the products and services used to duplicate the AV production were supplied directly by the staff of the using Agency. An AV production is in-house if the actual processing is done directly by Agency staff in Agency facilities.

Duplication also should be reported as in-house if the products and services used to duplicate the AV production were provided for the using Agency by another DoD Agency. For example, if the Air Force duplicated an AV production for the Army, the Army shall report the duplication, with its associated costs and minutes, as in-house duplication.

10.b. and 11.b. Contract. Duplication should be reported as contract if a commercial source provides the products and services to duplicate the AV production for the Agency through a contract for purchase order. All AV productions duplicated in GOCO activities should be reported in this category. When computing final contract costs, add 5 percent of the cost of the contract to cover the administration of the contract by the Agency.

10.c. and 11.c. Mixed. An AV production is duplicated either in-house or through a contract. There is no mixed duplication or library service. Therefore, no data is required for blocks 10.c.(4) through 10.c.(7) and 11.c.(4) through 11.c.(7).

10.(4) and 10.(5) and 11.(4) and 11.(5) Minutes and Cost.

Duplication minutes refers to the total number of minutes duplicated and not to the amount of time employed to duplicate the productions. The duplication minutes for one AV production is the length of that production times the number of copies duplicated. In the cost column report the total cost in whole dollars for all duplication materials. All minutes duplicated and associated costs incurred during this reporting period should be included, regardless of when the original production was made. If release copies of the original production were received as a part of a production contract, the portion of the contract attributable to the duplication of those release copies should be reported separately in the duplication section. Record the duplication of PSAs, including the total minutes and associated costs, as for any other duplication. The duplicated minutes should be the length of the individual PSA times the number of copies duplicated.

10.(6) and 10.(7) and 11.(6) and 11.(7) Audiovisual Library.

Enter the following data, as applicable:

VI library activities should be reported as in-house if the library services are supplied directly by the staff of the using Agency.

VI library activities should be reported as contract if the library services are provided by a commercial source.

The "copies" column refers to the number of individual AV productions that are available for loan either through a Government in-house VI library or through a commercial contractor retained by the Agency. For example, in the case of 16mm films, the total number of prints is reported in the space labeled, "copies."

The "loans" column refers to the number of times AV productions were loaned either within or outside the Agency. AV productions that are viewed inside the library also should be reported.

12. Cost. Enter the total library costs for AV productions. The total library costs to be reported are those incurred by the Agency in providing the loans of AV productions, whether they are in-house or on contract. When computing final contract costs add 5 percent of the cost of the contract to cover administration of the contract by the Agency. All costs are to be reported in whole dollars.

13. Reporting Official's Signature. Enter the signature of the commander, commanding officer, or officer in charge of the unit or activity identified in block 4.

100/TH  
5040-2872

# DEPARTMENT OF DEFENSE DIRECTIVES SYSTEM TRANSMITTAL

NUMBER 5040.2, Change 1	DATE December 7, 1990	DISTRIBUTION 5000 series
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ATTACHMENTS

None

INSTRUCTIONS FOR RECIPIENTS

The following pen changes to DoD Directive 5040.2, "Visual Information (VI)," December 7, 1987, are authorized:

**PEN CHANGES**


Page 4, paragraph E.1.b. Add the following sentence. "Ensure the annual review of VI records centers' user charges is accomplished."

**Page 6**

Paragraphs E.7.a. and 8.a. Add the following sentence. "Review user charges annually and institute revised rates as necessary."

**EFFECTIVE DATE**

The above changes are effective immediately.

  
**JAMES L. ELMER**  
Director  
Correspondence and Directives

WHEN PRESCRIBED ACTION HAS BEEN TAKEN, THIS TRANSMITTAL SHOULD BE FILED WITH THE BASIC DOCUMENT